

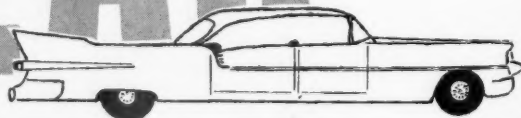
Dallas



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the **1956**

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But even in the car of cars there's a difference... When you purchase a Lone Star Cadillac, you can rest assured that it has received expert attention in preparation for your many years of driving satisfaction and comfort. You'll also enjoy the sense of confidence that Lone Star Cadillac owners feel... for they know that Lone Star, Dallas Cadillac distributor for 22 years, is worthy of the responsibility demanded in selling and servicing the car that is the standard of the world... a *Lone Star* Cadillac.

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CADILLAC CO.

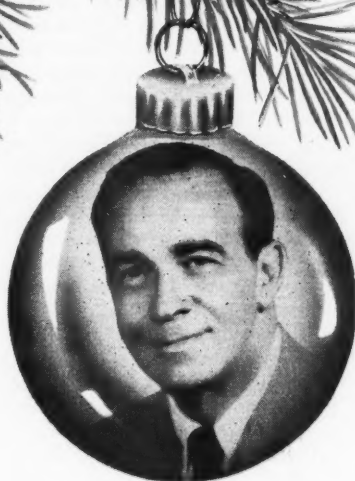
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DALL



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Dallas PIONEERS



Established

1869 Padgett Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Huey & Philp
Company

Wholesale

1878 National Bank
of Commerce

Banking

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1887 Buell & Company

Building Material
Distributors

1889 Austin Brothers
Steel Co.

Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company

Real Estate and Insurance

1902 The Egan
Company

Printing, Lithographing, and
Embossed Labels

1903 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products

1906 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1908 The Praetorians

Life Insurance Service



THE "Horse Patrol" was an important section of the Dallas Police Department just before and after the turn of the century. The above photograph shows the mounted police of the Dallas Department during the term of Harry Seay who was elected police and fire commissioner in 1907. Police records show that the horse patrol was organized in 1893 with four mounted men. Ten years later in 1903, George Smith, who had been a detective sergeant in the Dallas Police Department, resigned and founded the Smith Detective Agency and Nightwatch Service. Manpower was the basic feature of this pioneer organization and fast communication was achieved by telephone and telegraph. Police records also show that Commissioner Seay installed a Bertillon and fingerprint system of identification during his term of office and also provided shed room for protecting horses of the mounted patrol during bad weather. Today the Dallas Police Department numbers almost 800 men and 40 motorcycle officers and squad cars in 46 patrol districts are in constant two-way radio communication with the dispatch nerve center at headquarters. The same years have expanded and mechanized the service of Smith's Detective Agency. The firm is now managed by George A. Smith, son of the founder and a graduate electrical engineer. Its operation is based on installations of highly technical electronic devices which provide protection for major business and industrial installations in Dallas and throughout the nation.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1900
Boston Gear Works Division 1900
Industrial Supply Division 1900

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1902 Hunter-Hayes
Elevator Co.

Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied
Inland Marine, and Automobile
Insurance

1905 Rubenstein &
Sons, Inc.

Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rita Shelled Pecans

1910 Moser Co.
Realtors

Industrial and Commercial
Leases and Sales

1910 Red Bryan's
Smokehouse

Barbecued Meats

1911 Graham-Brown
Shoe Company

Manufacturing
Wholesalers

1912 Stewart Office
Supply Company

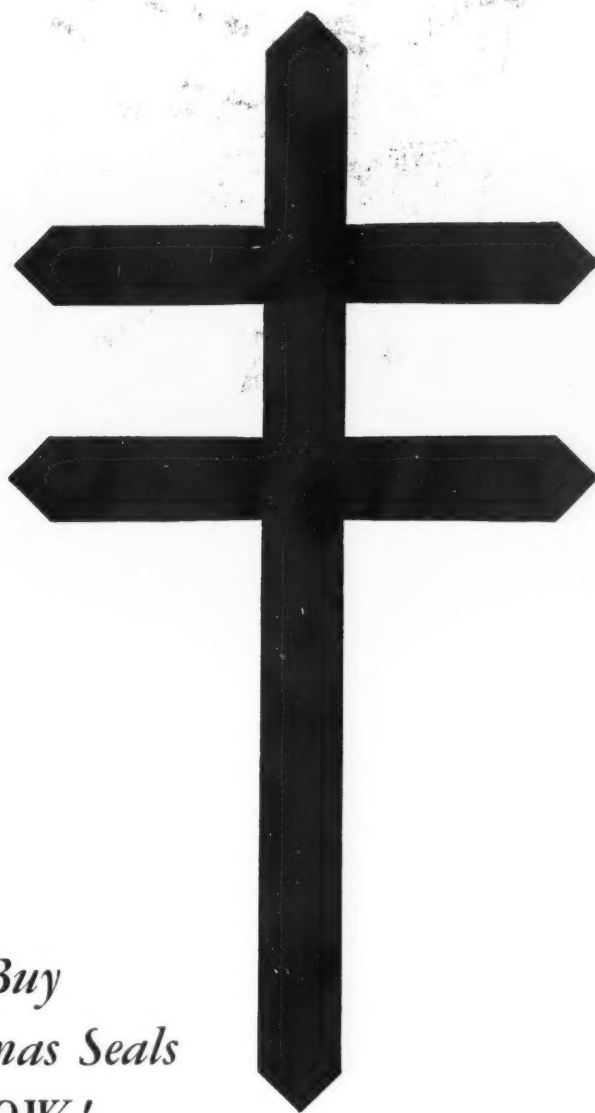
Stationers — Office Outfitters

1914 Texas Employers
Insurance Association

Workmen's Compensation
Insurance



TB *can* *be wiped* **OUT!**



... Yet, last year there were
416 NEW cases of Tubercu-
losis in Dallas County.



Buy
Christmas Seals
NOW!

Fight TB

Dallas Tuberculosis Association

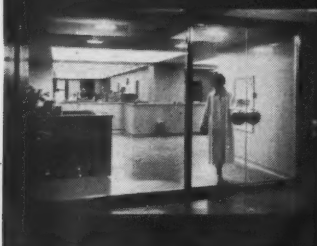
Supported Entirely by the Sale of Christmas Seals

This Message Contributed by

D. D. Feldman Oil and Gas Corporation

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DALLAS



Your idea of a
SAVINGS DEPARTMENT
another reason why it pays YOU to do
business with the
FIRST IN DALLAS

Last year, when you stepped up to a teller in our old Savings quarters, we had our eye on you . . . with an eye to giving you better service! The designers of our new Savings Department clocked your visit, counted your footsteps, measured the light you need. The result? Brand new quarters . . . the kind of Savings Department you would order for yourself.

Next time you come in to make another deposit toward your youngster's college education, or a trip you've long awaited, or any of the wonderful things that systematic savings can help you have, notice how much easier, quicker, more pleasant your visit is! See how fast you're finished and on your way. Moreover, you'll long remember the friendly, personal attention, the new beauty, the sharing in what folks call the prestige of banking with the First National Bank in Dallas.

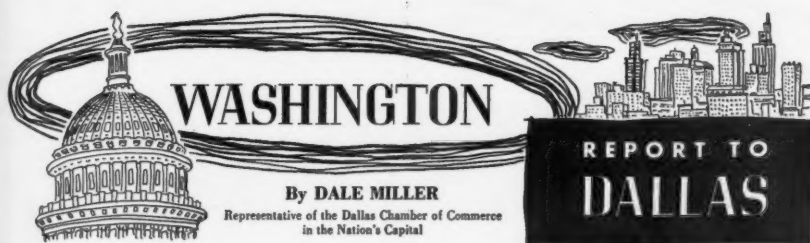
Wherever you go . . . folks know the First in Dallas

1st

NATIONAL BANK IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION





Uncle Santa's Billions

SINCE the yuletide season generally represents the spirit of giving, this may be an appropriate time to comment on American foreign policy. This does not mean, of course, that the spirit of giving, as exemplified by American foreign policy, is more in evidence now than at other times during the year. On the contrary, it has been manifested day-by-day throughout the year, and, indeed, year-by-year throughout the past decade. It has proved to be a remarkably durable inspiration for our foreign policy, year in and year out, and season in and season out; but since this is the time of year when the average citizen is totting up the cost of his relatively modest yuletide gifts here at home, it might be a propitious moment for him to appraise himself of the extent of his benefactions elsewhere throughout the world, which are not so modest.



DALE MILLER

The United States Department of Commerce has recently issued an official report on this spirit of giving. The report revealed that in the ten years which have elapsed since the end of World War II the United States has given aid in dollars and materials to the rest of the world in the amount of \$51,336,000,000. Of that total only \$10,987,000,000 were in the form of loans; the rest of it, nearly four-fifths of the total amount, represented outright gifts. Thus, our spirit of giving in world affairs has motivated the expenditure of about \$100,000,000 a week every week for ten years.

It's not easy to keep on giving away \$100,000,000 a week over so long a period of time, but by prodigious effort we've managed to do it. Although our friends in western Europe have received the bulk of the largess, practically no potential recipient has been overlooked.

Manifold millions of American dollars have been funneled into such places as Libya, Malaya, Lebanon, Kenya, the Congo, and other heterogeneous localities on all continents. We have been constructing flood control dams in Pakistan, generating hydroelectric power in Iraq, building roads in Jordan, and trying to teach the Arabs how to grow sugar cane in the desert. And along the edge of the Iron Curtain, as in Austria, we have been hard put to it trying to pour money in as rapidly as the Russians have been able to siphon it out.

American foreign policy during the past ten years has had the laudable purpose, of course, of strengthening the free world against the insidious spread of communism, and no captious criticism should be directed either at the objective itself or at whatever extent it has been achieved. But it has been, at best, a vapid "dollar diplomacy", a foreign policy with little substance to recommend it but a prodigality with money. And much of that prodigality has proved unnecessary, much of it inordinately wasteful, and much of it even resented by those who received it.

When the Marshall Plan was first conceived a decade ago it was deservedly embraced as a timely and necessary invention to resuscitate the distraught nations of the free world. It was projected over a six-year span, its stated intention being that American monetary aid would taper off gradually as the economic recovery of each nation became assured. The goal which the program sought to achieve was an increase in the industrial production of those nations to a point 25 per cent above their pre-war levels.

As is often the case in a turgid bureaucracy, however, the temporary expedient of foreign aid grew inexorably into a permanent and elaborate function of government. The Marshall Plan became the Economic Cooperation Administration, then the Mutual Security Agency, then the Foreign Operations Administration; and the cornucopia of American beneficence

continued to pour money and materials into the coffers of dozens of nations throughout the world. The goal of a 25 per cent increase in industrial production abroad was reached and surpassed in embarrassingly little time. Today European production is more than 150 per cent of pre-war levels, yet American aid is still hustling abroad at the rate of \$100,000,000 a week.

When the necessity of economic aid became more difficult to justify, the concept of military aid was introduced to take up the slack. Tons of military equipment and supplies have been shipped abroad to strengthen the defenses of friendly nations; but a recent investigation disclosed that many tons of such supplies are rusting and rotting in warehouses and fields. Though the United States spent myriad millions in manufacturing and transporting such equipment, the foreign governments have been notoriously remiss in providing the trivial sums necessary for housekeeping and maintenance.

The operation of our foreign policy has produced some ironic anomalies. Billions of American dollars have been spent in constructing new public works in foreign countries during the same period that meritorious projects here at home have been denied funds on the grounds of economy in government. It is a remarkable fact the United States has spent far more money on only one French river, the Rhone, than would be required to com-

The spirit of giving: Foreign aid has amounted in ten years to \$51,336,000,000.

plete the entire comprehensive Trinity River program, including the construction of all reservoirs and dams, past and future, all soil and water conservation programs, and full navigation all the way to Dallas and Fort Worth.

It goes without saying that no patriotic American begrudges any expenditure which helps to promote the peace of the world, but an objective of that kind does not make sacrosanct the foolish aspects of our foreign policy. It is time to undertake a sensible reappraisal of our obligations not only to others but to ourselves. The national debt of the United States is greater than that of all the nations of the world combined—our annual budget has been balanced only three times in the past twenty years—and yet our paternalism still blankets the earth.



CRUCIBLE STEEL COMPANY OF AMERICA . . .

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Brook Hollow

INDUSTRIAL DISTRICT

*... because only in BROOK HOLLOW can
Industry Enjoy ALL These Advantages.*

TRANSPORTATION

	BROOK HOLLOW
Master area traffic flow plan to prevent costly delay	Yes
Contractual assurance of reciprocal rail switching	Yes
Intersections paved on 40-foot minimum radius	Yes
Convenient to executive and labor home areas	Yes
Central location in market area	Yes
Public transportation	Yes

UTILITIES

Equal or superior to City requirements to prevent hidden costs	Yes
Looped water mains for minimum fire insurance rates	Yes
Looped gas lines for production assurance	Yes
Gravity flow sanitary sewers	Yes
Dallas telephone service	Yes

INVESTMENT PROTECTION

	BROOK HOLLOW
Constructive restrictions to enhance property values	Yes
Landscaping for year 'round attractiveness	Yes
Barriers to unsightly encroachment	Yes

SITE CHARACTERISTICS

Reduced grade streets and railbed to minimize fill	Yes
Level land for efficient one-story construction	Yes
Flexibility of site to meet all requirements	Yes

DISTRICT SERVICES

Detailed plot plans with elevation and drainage data	Yes
Foundation data for architects and engineers	Yes
Publicity assistance on announcements	Yes
Aggressive area promotional program	Yes

We consider the measure of our success to be the profitable operations of those who call Brook Hollow their industrial home.

When you choose our industrial community, you may be certain of a continuing interest in your operation. The services of this office are at your disposal. We welcome an opportunity to assist you in every possible way.

WINDSOR PROPERTIES, INC.
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Developers of

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Dallas

December • 1955

VOLUME 34 • NUMBER 12

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ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

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ITS STAFF is prepared to help you in many fields. The following directory is an indication of the services available, and of the proper person to call in each field:

DALLAS CHAMBER OF COMMERCE

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United States Chamber of Commerce		
Southwestern Division Office	James G. Roberts	RI-3558

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CAB DECISION GIVES DALLAS AIR

THE Dallas-Washington-New York route — which has been the Nation's No. 1 air traffic monopoly — is going to be opened up to competition.

For the first time, Dallas is going to have direct single-carrier air service with Chattanooga and with Pittsburgh.

A decision from the Civil Aeronautics Board in the complex Southwest-Northeast Service Case was issued November 22, two and a half years after the history-making proceeding was initiated.

The Board's decision authorized each of the four services which Dallas had requested in the case:

Competitive air service with Washington;

Competitive air service with New York;

Direct service with Chattanooga;

Direct service with Pittsburgh.

Three airlines shared in the Board's authorizations for the new services at Dallas.

Braniff International Airways, a Dallas-based carrier, was given a new route to Washington and New York via Memphis, Nashville and Chattanooga. Braniff was designated as the primary competitor in the Dallas-Washington-New York market, in which American Airlines now holds a monopoly. Braniff can operate non-stop between Dallas and either Washington or New York.

Delta-C & S Airlines was extended from Atlanta into Washington and New York. The Northeast Case decision designated Delta as a secondary competitor in the Dallas-Washington-New York market, with a requirement that any Delta flight from Dallas to the Northeast must make at least one intermediate stop at Atlanta. Delta will be enabled to offer one-stop service between Dallas and either Washington or New York.

American Airlines was authorized to provide the required Dallas-Pittsburgh service, by including Pittsburgh as an intermediate station on its present route to New York. American can operate non-stop between Dallas and Pittsburgh.

The authorization of competition for American Airlines at Dallas was by a 3-to-2 vote. CAB Chairman Ross Rizley, a Republican, joined with Vice Chairman

Joseph P. Adams and Member Josh Lee, both Democrats, in voting to authorize Braniff's competitive route to the Northeast. Members Chan Gurney and Harmar D. Denny, both Republicans, dissented, making the flat statement that Braniff's authorization will supply "competitive service which is both unneeded and ineffective." However, Messrs. Gurney and Denny voted in favor of air service competition at Tulsa, Oklahoma City, Houston, New Orleans and a number of other cities involved in the case, whose air traffic volume does not equal Dallas'.

Further procedural steps in the Southwest-Northeast Case revolve around petitions for reconsideration. The deadline for such petitions fell as this issue of DALLAS went to press. Final Board action is expected on the petitions within a few weeks, particularly since Mr. Lee's term on the CAB expires December 31, and Chairman Rizley is expected to resign in January to accept a Federal judgeship.

Both Braniff and Delta announced that their staffs are working on plans to implement the authorizations for new services at Dallas, and that definite schedules should be announced shortly after the Board makes final disposition of the petitions for reconsideration. The final action by the Board will establish the date on which the new routes can be implemented. Both carriers are expected to introduce their new services between Dallas and the Northeast on a progressive basis, as equipment becomes available and the necessary adjustments can be made in schedules on their existing routes. Observers believe that development of full patterns of service under the new authorizations by Braniff and Delta may require the better part of a year, and will certainly require several months.

The value of the new route awards for Braniff and Delta is indicated by the size of the Dallas-Washington-New York market, in which competitive services have been authorized for the first time.

For the year 1953 (and traffic has increased steadily since then), the Dallas-Washington-New York market represented 99.5 million passenger miles. The entire Colonial Airlines system, smallest of the trunklines, generated only 91.3 million passenger miles in 1953; and the

entire Piedmont Airlines system, largest of the feeder airlines, generated on 56.7 million passenger miles in 1953. Thus, the air traffic market between Dallas and Washington/New York is greater than the total market for either Colonial or Piedmont.

In passenger revenues, the Dallas-Washington-New York market totalled \$5,452,000 in 1953, while the entire Colonial system totalled \$5,627,000 in passenger revenues that year and the entire Piedmont system totalled only \$3,548,000.

The newly-created Dallas-Chattanooga and Dallas-Pittsburgh air traffic markets also represent substantial business for the carriers designated to serve them. Dallas presented evidence, based on objective, scientific studies, showing that the available air traffic between Dallas and Chattanooga is 1,000 passengers per year, and that the available air traffic between Dallas and Pittsburgh is 3,500 passengers per year (1955).

The decision in the Southwest-Northeast Case brought to a successful conclusion a history-making effort on the part of Dallas' citizenship.

Literally hundreds of business men contributed time, work and money to help build and present the Dallas case.

The City of Dallas and the Dallas Chamber of Commerce intervened jointly in the Civil Aeronautics Board proceeding. The Aviation Committee of the Chamber of Commerce carried the primary responsibility for the CAB proceeding, but the City and the Chamber of Commerce worked in effective partnership throughout the case.

Two basic policies guided Dallas' efforts to break American Airlines' monopoly and bring to the community the benefits of competition. The City and the



AVIATION COMPETITION TO NORTHEAST

Chamber agreed wholeheartedly on these points:

Dallas would present its air service requirements to the CAB, with all the strength and effectiveness which could be mustered; but Dallas would not support the applications of any particular airline or airlines.

Dallas would not blindly ask for every proposed new service, but would seek only those service authorizations which were fully justified on the basis of demonstrable economic requirements.

In keeping with these policies, Dallas developed comprehensive exhibits-in-chief which were submitted in August, 1954. In September, 1954 it submitted rebuttal exhibits.

Dale Miller, Washington representative of the Dallas Chamber of Commerce, was a key figure in Dallas' efforts to secure competitive air service. Mr. Miller maintained close liaison with the Civil Aeronautics Board and its staff, advised with the attorneys and City and Chamber of Commerce representatives regarding strategy, and handled arrangements for Dallas witnesses when they came to Washington.

The hearing in the Southwest-Northeast Case opened in Washington before Examiner William J. Madden, on September 8, 1954. The Examiner's hearing continued, with only a few brief one- or two-day recesses, until December 15, 1954. The transcript of oral testimony covered more than 10,000 typewritten pages.

Dallas witnesses went on the stand on September 9, the second day of the hearing. That night, 25 presidents of Dallas businesses which were substantial users of air transportation, led by Mayor R. L. Thornton and Chamber President Jerome K. Crossman, flew to Washington by

chartered airplane. The 25 Dallas business leaders, each paying his own expenses for the trip, represented companies which had actually spent more than \$1.2 millions for air passenger transportation the preceding year, and whose aggregate resources totalled more than \$3 billions. They testified all day on September 10. At the close of that long day, a former chairman of the Civil Aeronautics Board described the Dallas business men's testimony as "the most magnificent performance I have ever seen in Washington."

In addition to the 25 men included in the "presidents' special", Dallas presented technical witnesses for grueling cross-examination on the comprehensive exhibits

The Civil Aeronautics Board has decided that competition is the answer to Fort Worth's "airport nonsense."

A special section in the Board's decision in the Southwest-Northeast Service Case was devoted to a review of Fort Worth's pleas that any new air service authorized for Dallas and Fort Worth be required to use the Fort Worth airport exclusively.

When Fort Worth submitted its exhibits in the Southwest-Northeast Case, it proposed that the Board require that airlines serve both Dallas and Fort Worth through the Fort Worth airport. Dallas asked the Examiner if the airport through which a community was to be served was in issue. Examiner William J. Madden ruled that the question was not in issue. On three different occasions, Fort Worth tried to get the issue injected into the case. Fort Worth witnesses in the hearing refused to say whether Fort Worth wanted a competitive air service authorized, but they argued that if competition were authorized it should be offered only at the Fort Worth airport. Fort Worth continued to argue, right on through the final procedural steps, that Dallas air travelers and shippers should be forced to use the Fort Worth airport.

"We have carefully considered Fort Worth's contentions in the light of the record in this proceeding," the Board's decision stated. "We note, for example, that despite the Examiner's earlier ruling, a considerable amount of evidence was received from Fort Worth's witnesses, as well as others, relating to the adequacy of service for Fort Worth, and with respect to the serviceability of Amon Carter (the Fort Worth airport) for the air transportation requirements of Dallas and Fort Worth..."

"...our decision herein recognizes that Fort Worth should receive additional service to the Northeast, and to that end we have authorized two additional carriers to provide such service. We think that where we are dealing with nonsubsidized operations that we can and should rely on competition to solve this type of problem..." (Emphasis added)

While the Board referred specifically, in the passage quoted above, to "nonsubsidized operations," significant decisions have been made in two other recent cases regarding subsidized local service carriers.

In the Reopened Service to Fayetteville Case, the record showed conclusively that a restriction on Central Airlines' segment 7, requiring the carrier to serve Dallas through the Fort Worth airport, would result in increased subsidy costs for the Federal treasury, and would penalize the public interest. The Examiner ruled unequivocally that the public interest required that the restriction be lifted to enable Central Airlines to serve Dallas at Dallas Love Field.

In the Trans-Texas Renewal Case, the Examiner found, and the Board adopted his finding, that Dallas and Fort Worth should each be served through its own separate airport—the position which Dallas has consistently maintained in all route proceedings.

which Dallas had submitted. The technical witnesses included George P. Coker, Jr., Aviation Director of the City of Dallas; Andy DeShong, assistant general manager of the Dallas Chamber of Commerce and secretary to its Aviation Committee; James C. Buckley, president of James C. Buckley, Inc., aviation consultants to Dallas; and Edward MacNeal and Dr. Sam Richmond of the Buckley staff.

Brackley Shaw, Washington attorney, representing Dallas in the Examiner's hearing. George S. Terry, Dallas attorney, subsequently entered the case as Dallas' special aviation counsel, while Mr. Shaw continued as associate counsel.

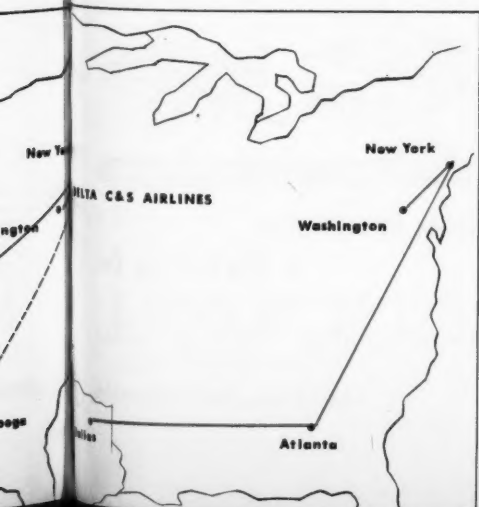
In April, 1955 Dallas submitted a comprehensive brief to Examiner Madden reviewing the entire record insofar as issues relating to service to Dallas were involved.

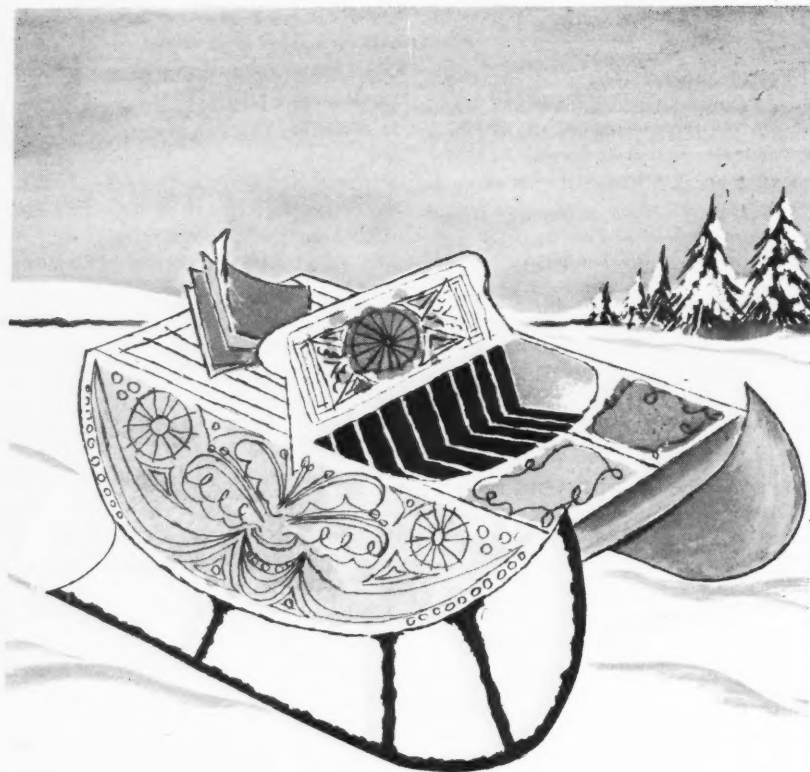
Examiner Madden's Initial Decision was issued in September, 1955. A number of exceptions to this decision were filed, automatically requiring that the issues be taken before the 5-man Civil Aeronautics Board for final decision. Dallas then prepared and filed another brief with the members of the Board.

Standley Marcus was chairman of the Chamber's Aviation Committee in 1953, when the Southwest-Northeast Case was initiated, largely as a result of Dallas' insistent demands for a forum in which it could present its requirements for competitive air service. Angus G. Wynne, Jr., his successor as committee chairman, personally followed the case, step by step, and participated in every phase of the work which was required for the Dallas case.

City Manager Elgin Crull and City Attorney Henry P. Kucera followed the case closely, made policy recommendations to the City Council, and participated effectively in strategy determinations.

(Continued on Page 40)





MEMBER F. D. I. C.

BANK & TRUST CO.
OF DALLAS
MAIN AT LAMAR

Ground Breaking Set For Southland Center

Ground will be broken December 31 for the 40-story Southland Center at Bryan, Pearl, Olive and Live Oak.

The \$200,000,000 office project, said to be the largest downtown office building development ever planned in Dallas, will contain the home offices of the builder and developer, Southland Life Insurance Company.

The center will have approximately 1,000,000 square feet of space including 225,000 for an underground garage capable of handling a turnover of 2,000 cars daily. Also there will be 175,000 square feet of retail store and shop area.

A heliport has been planned for the roof. Other plans call for the landscaped park area overhanging which will be a restaurant.

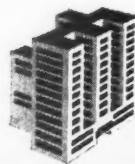
Southland Life is expected to occupy approximately 35 per cent of the space in the main tower.

★

Irby-Mayes Opens Third Store. The third Irby-Mayes Man's Shop has opened at 6132 Berkshire Lane in Preston Center. Count Mayes and Collis Irby are the owners of the store.

WE'RE KEEPING IT

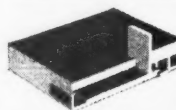
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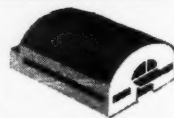
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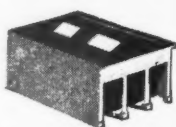
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... IN BANKS



... IN FACTORIES

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FRICK Distributors ... Call Us!

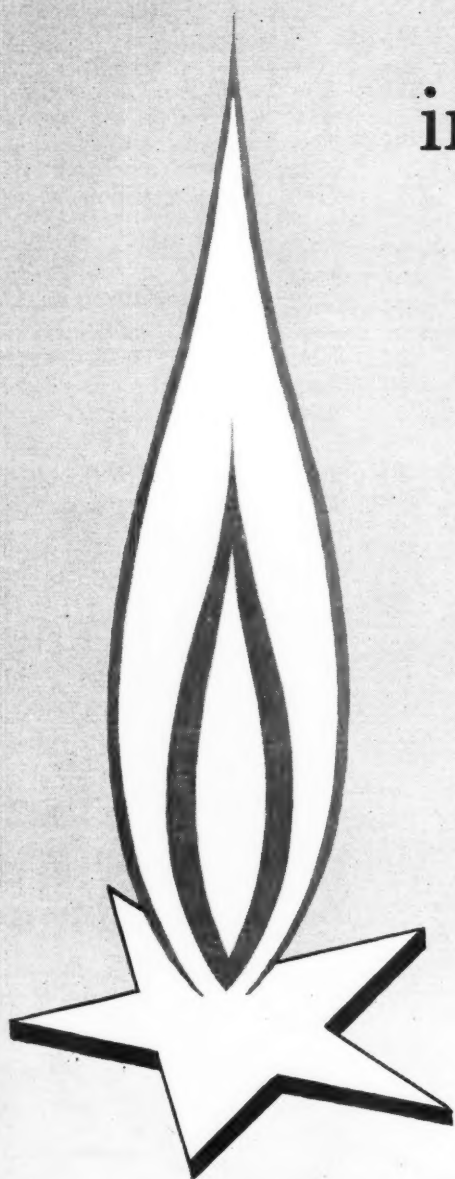
158 EXPRESS STREET RA-9358 DALLAS

DALLAS • DECEMBER, 1955

the flame of gas

grows taller

in Lone Star Land



When a fuel stands head and shoulders above all others, the reason is availability and low cost. Natural gas possesses these qualities to an astonishing degree, deeply influencing the swift expansion of industries and communities alike in this booming land.

However, it is also recognition of dynamic leadership and responsible service that has attracted growing numbers of users to the facilities of the Lone Star Gas Company. 136,000,000,000 cubic feet of gas were sold during the first eight months of 1955 alone . . . 8,000,000,000 more than in the same period of 1954. Today, with Company properties valued at \$310,000,000, its 5,840 employees service 702,174 customer meters. Over 17,000 miles of distribution mains, transmission pipelines and gathering lines now link 450 towns and cities throughout Texas and Oklahoma, with an estimated population of 2,600,000.

The flame of gas grows taller and, as always, the Lone Star Gas Company stands ready to serve.

LONE STAR  **GAS COMPANY**

"Plain and Fancy" Holiday Fare in Sports

TCU Hosts Ole Miss in Cotton Bowl

by Jerry Haynes
Sports Director WFAA-TV

IN this era of high voltage college football, a bowl invitation is a cherished possession. It takes money to give the fans a fighting eleven, and a football team that winds up in a New Years day battle enables the university treasurer to add thousands to the credit side of the ledger. Athletic directors have this in mind when the squads begin working out each September. In mind also is the fact that the fans like to see a winner. Yes sir, it's nice to be invited to a bowl game, because your "winner" has a chance to show off, and it makes the business boss happy. That's why the sixty silvered minutes of every big New Year's Day Classic are played with all stops pulled.

This season, fortune has favored TCU and Mississippi. January 2 is their date to tangle in the Cotton Bowl. The spectacle that unfolds under Dallas skies that afternoon will be watched by the usual full house at the Fair Park oval, and WFAA-TV will be feeding the NBC Television Network in a nation-wide hookup.



JANET MEDLIN AND
RICHARD ARMBRUSTER

What the human and video eye will witness will be a clash of conference champions . . . variations of the split-T . . . all-Americans . . . ex-college teammates directing the elevens . . . colorful bands.

This year you can name it, and the

Cotton Bowl's got it. In the Southeastern Conference Ole Miss racked 'em up. Picked to finish third in a pre-season poll of Southeastern coaches, Johnny Vaught's boys fooled everybody and won the title for the second year straight. The only defeat tasted by the Red and Blue from Oxford was administered by Kentucky. That was a 21-14 loss suffered at Lexington September 24. Eight games and no defeats later Mississippi was the conference champ. Johnny Reb had downed North Texas, 33-0; Vanderbilt, 13-0; Tulane, 27-13; Arkansas, 17-7; Louisiana State, 29-26; Memphis State, 39-6; Houston, 27-11; and Mississippi State, 26-6. These victories together with the 26-13 opening game win over Georgia earned Mississippi the rating of the nation's ninth ranked team and a phone call from Cotton Bowl officials.

It was a parallel story at Fort Worth. Although Abe Martin mentioned the fact that his boys might be the best team produced by Texas Christian in some time, the Frogs weren't believed to be the class of the Southwest. The number three position was tendered the Frogs in a pre-season poll, as it was Mississippi. The Frogs wasted no time in winning games. Kansas fell, 47-14, in the opener. Victims that followed were Texas Tech, 32-0; Arkansas, 6-0; and Alabama, 21-0. The lone defeat of the season for the Purple and White was a 19-16 thriller with Texas A&M. After that loss, came the following wins: Miami, 21-19; Baylor, 28-6; Texas, 47-20; Rice, 35-0; and SMU, 20-13. So stood the Frogs at the season's end . . . the nation's number five team with a record of nine wins and one loss, Southwest Conference Champion, and host team in Cotton Bowl.

The offense employed by Mississippi is the Split-T, with variations. The Rebs used successfully this season the option play, the "belly series".

Its doubtful that Johnny Vaught or Abe Martin will give much thought on January 2 to the fact that they were once teammates at TCU. A coach has too much

to think about during the game. . . . But before the contest and after, you can bet the two will be talking over old times when Abe played end for the Frogs and Johnny was a sophomore guard. The year was 1930. Vaught went on to become an all-American his senior year. Abe coached high school teams at El Paso, Lufkin, and After the war, he served as Red Drew's Fort Worth Paschal, and in 1945 returned to TCU, becoming head coach in 1933. Johnny Vaught was line coach at Fort Worth North Side for one year, before he moved to North Carolina as line coach, assistant at Ole Miss, and took over the reins in 1947 when Drew moved to Alabama.

When you examine these facts . . . and others, it's easy to see why the Cotton Bowl Game of 1956 will be one of the nation's best that day. Champion teams, All-Americans, ex-teammates as coaches. . . . yes sir, this year, you name it . . . the Cotton Bowl's got it.



Top Holiday Cotton Bowl Visitors

ow Alexis Smith and Craig Stevens Star in Musical

Now comes the big show, the musical comedy that is best described as fresh as new mown hay, bubbly as hard cider and pretty as a bride's smile. It is "Plain and Fancy," starring Alexis Smith and Craig Stevens, announced at the State Fair Auditorium for one week, starting Monday, Dec. 26, and playing thru Sunday matinee, Jan. 1. Other matinees will be Wednesday and Saturday.

Reported as one of the most original of musical comedies in many a moon, "Plain and Fancy" has been getting added plaudits for being "intelligent, mouth-watering, eye-filling and captivating." In short, it is top grade, judging from critics in New York and on the West Coast.

In the big cast are listed Janet Medlin, Richard Armbruster, Dran Seitz, Michael Kermoyan, Harry Fleer, Libi Staiger, Sid Marion, Roy Fitzell, Vicki Stern and Darryl Duran.

During the course of telling the story, they sing the hit song, "Young and Foolish", they build a big barn right on stage, they sing and dance the difference between a city mouse and a country mouse and

they let you see how the other half lives. The other half happens to be the Amish people of Pennsylvania.

From Dallas, "Plain and Fancy" will go to Chicago for an indefinite stay.



GRAIG STEVENS



ALEXIS SMITH

Credit Bill Davis



FOR INFORMATION, TICKETS
AND RESERVATIONS ON THE
NEW DALLAS-CHICAGO

Texas Chief

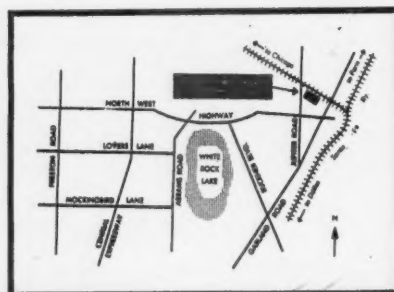
CALL YOUR



Travel Center

1800 MAIN • PROSPECT 6301
P. H. SWINNEY, Div. Pass. Agent

NOW you can board the new Texas Chief at the convenient White Rock suburban station. Leave Dallas Union Terminal, 2:15 P.M.; Leave White Rock, 2:42 P.M.; Arrive Chicago 9:00 A.M.





GUS ANDERSON (left), chairman of the sick and welfare committee of the John E. Mitchell Company, confers with Charles E. Watson, chairman for the Dallas Tuberculosis Association's local unit, and Earle Johnson, personnel director for Fleming & Son, Inc., on placing a poster on the Christmas Seal X-ray Unit.

Christmas Seal Bonds Offered by TB Association

How will tuberculosis affect me and my business and how can I help fight against this contagious disease?

These are the questions that have been asked of the Dallas Tuberculosis Association.

First of all, what does it mean to the business man in dollars and cents to control tuberculosis?

It costs \$15,000 to find, treat and rehabilitate one case of tuberculosis. Last year there were 2,454 cases of TB on record

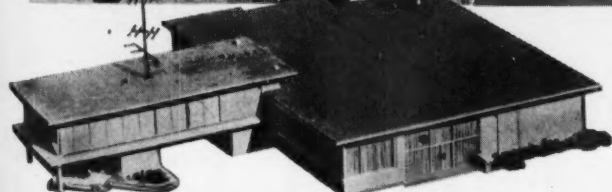
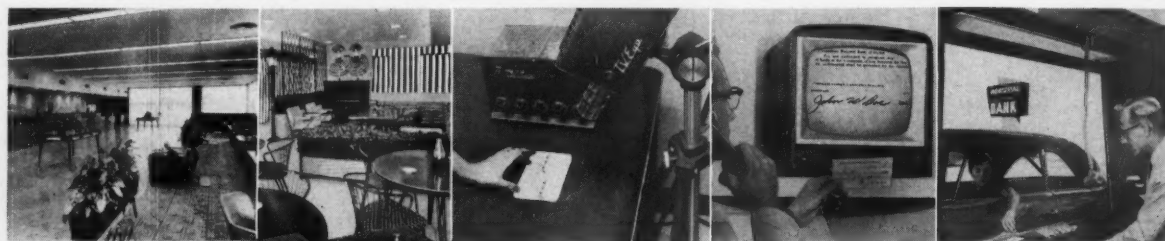
in Dallas County. And according to medical reports, a new case of TB is discovered every five minutes, while someone dies of the disease every 17 minutes.

The Christmas Seal X-ray unit has already given 68,288 "free" chest X-rays this year. Out of an expected 70,000 X-rays this year, 30,000 will be made at a place of business. The mobile unit, which serves all of Dallas, has already visited over 100 different plants. The actual production cost of the film is 75¢ for

each employee, which means it takes big money to do a big job.

Large company gifts are urgently needed by the Dallas Tuberculosis Association.

In order for a company to donate a large amount, without getting thousands of Xmas seals, The Dallas Tuberculosis Association offers a Christmas Seal Bond. This Bond has been in use in Dallas since 1944, and can be purchased for as little as \$5.00 up to \$1,000.



Serving Industry and Its Employees

FROM 7:00 A.M. TO 6:00 P.M.

INDUSTRIAL NATIONAL BANK OF DALLAS

RI-5881

INDUSTRIAL BLVD. & TURTLE CREEK

Seasons Greetings

**REPUBLIC
NATIONAL BANK of Dallas**

CAPITAL AND SURPLUS
\$70,000,000
LARGEST IN THE SOUTH

MEMBER FEDERAL DEPOSIT
INSURANCE CORPORATION



Organizes Own Firm

Keith M. Harper, veteran tool and die maker, has his comparatively new organization, the Alltex Precision Company, progressing rapidly. Mr. Harper organized the firm last March after three years as superintendent of the Harper Engineering Company where he was instrumental in designing and developing a blood sample changer. This bit of equipment performs the work of 30 qualified laboratory technicians in determining the radiation poisoning in a person's blood stream. Mr. Harper, a graduate of the General Motors Training School, was foreman in charge of the tooling department for the atomic bomb project at Los Alamos, N. M., in 1943. His new firm, Alltex Precision, designs and fabricates special machinery, tools, dies, fixtures, and rubber and plastic molds, as well as handling general machine work, tool repair and design.

★

Investment Bank Acquires Interest.

Perkins, Clark & Company, Dallas investment bank, has acquired an interest in Anderson Brass Company of Detroit.

Your
Great Southerner
Extends Every Wish
to You for a
Wonderful Christmas
and a Happy-Happy
New Year

GREAT SOUTHERN
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PLAY IT COOL, MAC...

LET 'EM STORE IT FOR YOU
AT
**TEXAS DELIVERY
WAREHOUSE**
ST-4444



Annual Dinner Program Retraces

THE Dallas Chamber of Commerce paused briefly December 1 to salute the last unbelievable decade before rolling up its sleeves to an even more spectacular future.

Over 700 Dallasites attending the Chamber's Annual Dinner retraced the gigantic steps taken by Dallas' seven league boots since 1945.

Chamber President Jerome K. Crossman recalled that in 1945 B. F. McLain, who was then retiring as Chamber president, predicted that big things were in store for "Big D" in spite of the recession scare brought on by the end of World War II.

But even Mr. McLain never dared predict the growth of Dallas from a city of 506,000 to a metropolis of 795,000 in just ten years . . . nor did he dare to prophesy that instead of the 65,000 unemployed foreseen by the economists in 1945 Dallas would actually see 151,000 new jobs created by 1955.

As Mr. Crossman pointed out, had B. F. McLain predicted these things he would have been described as a wide-eyed optimist, but nevertheless they came to pass in the past decade of accomplishment along with hundreds of other thought-to-be-impossible achievements.

Newscaster Bob Tripp picked up the thread of determination found in 1945 and traced its ten year evolution into a pattern of progress.

What happened to the 65,000 unemployed in Dallas at the close of 1945?

The 35,000 persons employed in Dallas

area manufacturing plants in December 1945 increased to 79,000 by December of this year and their payrolls rose from the 1945 figure of \$85,000,000 to a whopping \$325,000,000 today. . . .

But that's only factory employment.

Total employment soared from 171,000 persons in December 1945 to 322,200 persons today. That means that in the past decade there have been 151,000 new jobs created . . . an average of more than 15,000 jobs each year.

The tremendous growth in the number of employed is brought home by the fact that Dallas' increase in the past ten years is equal to all jobs in Oklahoma City today.

Where did these new jobs come from?

New factories like Temco, Chance Vought, Texas Instruments, Collins Radio, Oilwell Supply, Kraft Foods, Kodak and many others both large and small.

Other new jobs came from expansions of existing plants and distribution centers like Ford Motor Company, Dr. Pepper, Safeway Stores, International Harvester Parts depot, the Merchandise Mart, Ford Parts Depot, the Decorative Center, Chevrolet parts depot and more.

Expansion of retail facilities also contributed substantially to the number of new jobs . . . additions to downtown stores like Neimans, Titches, A. Harris and Sangers, while thousands more were created in the fabulous new shopping centers which have been developed in all parts of Dallas.

Tremendous growth impetus also came

from the establishment of major suburban department and specialty stores in many of the shopping centers.

The jobs were created by a city stretching out in every direction, but who filled them?

New Dallasites . . . people from the farms and ranches, from other cities and other states and even from foreign lands. They came in many cases because jobs were waiting for them . . . but Dallas had to get busy and provide a lot more than jobs to take care of these new citizens.

We built 105,000 new dwelling units . . . East . . . West . . . North and South.

We constructed three big new lakes at Grapevine, Lavon and Garza-Little Elm, which will more than double the old Lake Dallas. This increased Dallas' water storage capacity by 163-billion gallons.

In addition, preliminary steps were taken for the construction of two more lakes in Rockwall and Hunt Counties to provide another 400-billion gallons. Then we added the new Carrollton water treatment plant and doubled the capacity of the Bachman's water plant.

Water wasn't the only commodity that was in demand . . . the last decade has seen the installation of 87,500 new electric meters, 90,000 gas meters and 195,300 new telephones.

In order to meet the increased demands, Dallas Power and Light Company awarded contracts totaling more than \$94,000,000 for additional power generating capacity. Southwestern Bell Tele-



een Years of Progress

phone contracted for more than \$90,000,000 worth of new Dallas telephone facilities and Lone Star Gas awarded contracts for more than \$22,000,000 worth of new distribution facilities in Dallas.

This meant that DP&L increased their generating capacity from 118,000 kilowatts in 1945 to 597,000 kilowatts in 1955, and it meant that the 800 long distance telephone circuits serving Dallas ten years ago have been increased to 3,000 today.

So it went, these past 10 years. The signs of Dallas' growth were everywhere we looked . . . and traffic was the most obvious of all.

The 121,670 motor vehicles registered in Dallas County at the close of World War II have soared to 362,471 by this month.

This has meant the building of new trafficways like Hampton Road or Lancaster Avenue . . . Like Mockingbird Lane or Central Expressway.

And still we don't have enough streets and expressways for those 241,000 vehicles which weren't here 10 years ago. "Which weren't here 10 years ago." That's a phrase that applies to many things besides motor vehicles.

For instance, most of Dallas' hospital facilities were not here 10 years ago . . . like the new Truett Memorial Hospital at Baylor, the \$10,000,000 Parkland Memorial, the new wings at St. Paul's the big additions at Methodist Hospital and the new \$8,000,000 unit of the U. S. Veterans Hospital.

New research facilities have been established and the medical and dental professions have grown in number and influence, and Southwestern Medical College has grown from its shacks of 10 years ago into a branch of the University of Texas, housed in modern buildings.

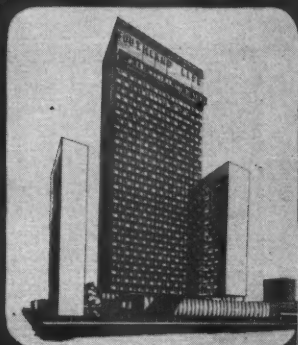
Dallas' material growth has been tremendous during the past 10 years. . . but its spiritual growth has also kept pace.

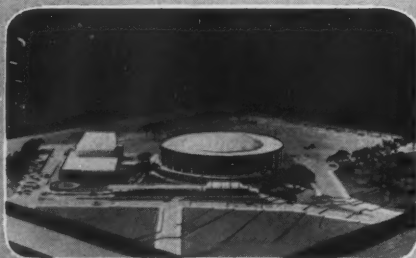
More than \$35,000,000 worth of new church facilities have been erected since 1945. The number of churches and temples has increased from 450 to more than 800, and their combined congregations have grown from 230,000 persons to over 400,000.

There's been a big change in Southern Methodist University, too. New buildings have sprung up all over the hilltop campus, nearly 50 in all. Caruth Engineering School, Fondren Science Building, Fincher School of Business Building, Umphrey Lee Student Center and the new 2¼ million dollar coliseum.

Even more impressive is the growth of Dallas' public school system. Thirty new elementary school buildings have been completed, ten more are under construction . . . and still more are on the drawing boards. These are schools to take care of the great crop of "war babies" which have taxed the nation's educational facilities.

The increase in students over the pre-1945 enrollment is so great that there are more pupils enrolled in the first grade





of Dallas schools than in all high schools combined.

In addition to the new elementary schools, four new junior high schools have been completed and five more are under construction . . . two new high schools have been opened and four more are being built. Still more high schools and junior high schools are on architects' drawing boards.

All this means that in just 10 years Dallas has had to build public school facilities to take care of 45,000 boys and girls who weren't even born in 1945. And it also means that the public schools right now are designing, or actually building, additional facilities to take care of another 60,000 boys and girls already born but not yet enrolled in school.

There are many other things that belong in this story of the last 10 years in Dallas . . . many more things than could possibly be crowded into a brief review.

Things like the remodeled Union Terminal, with no stairs to climb, the new library, parks and playgrounds, restaurants, theaters and night clubs. There's the greater State Fair of Texas, with its vast new Automobile Building and its new Woman's Building, livestock arena and cattle barns; its State Fair Musicals which in less than 10 years have developed into America's leading summer theater; and the expanded Cotton Bowl, the Number 1 sports center in the Southwest.

Perhaps above all else, our industrial districts are symbols of the new jobs and new payrolls, yes, and the new people who have come to Dallas in the last 10 years.

Airlawn Industrial District has grown from a small cluster of buildings at the

close of the war into one of the nation's model planned industrial areas.

The past decade has seen the wasteland of the Trinity Valley evolve into the bustling Trinity Industrial District, and the Santa Fe Oak Cliff Industrial District has emerged from rolling farmland.

Possibly the most rapid growth was realized by the Brookhollow Industrial District which in two years has blossomed from an oatfield into a beautifully landscaped industrial area with 26 firms moved in, 27 more buildings actually under construction and 10 more in the planning stage.

So it goes, everywhere one turns in Dallas there are the signs of progress . . . there's something that wasn't here ten years ago. Take the skyline of "Big D" . . . the ever-changing profile of a city.

In 1947 the Gulf Insurance Company, Trinity Universal Insurance and the Times-Herald addition were constructed.

The following year saw the Universal Insurance Building go up and in 1949 the roll call included the Dallas Morning News, Life of America, and Mercantile Securities buildings.

In 1950 the skyline parade featured the Atlantic Refining Company, Employers Casualty Company, Great American Reserve Life Insurance, InsurOmedic Life Insurance, Rio Grande Life Insurance and the Lowich buildings.

In 1951 the Republic National Life Insurance Company building went up as did the Mercantile Commerce Building. 1952 featured the Adolphus Hotel Annex, Baptist Building and the Corrigan Tower.

The Fidelity Union Life Insurance Company, Gibraltar Life and United Life

(Continued on Page 58)



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WORK

DALLAS CHAMBER OF COMMERCE

1955

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Vice Presidents

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ED MAHER

ANGUS G. WYNNE, JR.

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General Manager

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Treasurer

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ANGUS G. WYNNE, JR.

WORK

DALLAS CHAMBER OF COMMERCE, 1955

THIS year, as in every year, directors of the Chamber of Commerce have sought to pattern the organization and its program of work to the character of Dallas. This cannot be a "standardized" chamber of commerce, because Dallas is not a "standardized" city. The people of Dallas, generation by generation, have built a great metropolitan center at a point on the map where there was no compelling reason for such a major city to exist. They have done this by building a superior brand of civic teamwork to capitalize upon every opportunity. The needs of Dallas cannot be properly served by a chamber of commerce which is just patterned after those of other large cities. Dallas requires a flexible, alert, fast-moving and hard-hitting chamber of commerce molded from the character and spirit of the city it serves. Directors of the Chamber keep these considerations uppermost in both their organizational thinking and in their determination of work objectives.

Many of the things the Dallas Chamber of Commerce has done this year fall into a familiar pattern. They are the things which must be done continuously, year after year, to promote the sound and balanced growth of the Dallas metropolitan area.

There have also been big, new projects — *extra* work dealing with critical problems and specific opportunities which are vital to Dallas' progress and prosperity.

The two phases of the Chamber's work — *normal* and *special* — add up to a year of unusual effort. The results can be measured in notable achievements in the special projects, and by new benchmarks against the long-range goals in the normal program of work.

Policy decisions by the Board of Directors create the working blueprint which guides the staff and committees of the Chamber in both the normal and special fields of activity. This blueprint, or program of work, represents the directors' judgment as to those things which must be done to make Dallas excel as a place in which to live, to do business, and to enjoy the educational, cultural and spiritual advantages which a metropolitan center should provide.

In 1955, the normal activities of the Chamber — the "old familiar pattern" of work which must be done every year, year after year — have been just as important as ever. Staff and committee efforts have been directed toward the progressively advancing, long-range goals:

Creation of new jobs and new pay rolls for Dallas.

Expansion of transportation as the cornerstone of the Dallas economy.

Promotion of the Dallas market as the buying center for merchants in 30 states and several foreign countries.

Attraction to Dallas of the "extra" buying power represented by conventions, trade shows and sports events.

Encouragement of business-like local government.

Study of proposed legislation as a basis for mobilizing intelligent and effective support, or opposition, from the Dallas business community.

Assistance in the educational, cultural and spiritual development of the community.

Cooperation with other cities of the Southwest, in realistic appreciation of the fact that Dallas grows as the region grows.

Advertising and merchandising Dallas to both Dallisites and the rest of the world.

Extra work dealing with specific problems and opportunities centered on these immediate goals:

A \$100,000-per-year program designed to revitalize the downtown business area.

Solution of the crisis created by local government's inability to finance rights-of-way required for construction of 115 million dollars' worth of highways and expressways.

Breaking of monopolies on Dallas' major air routes.

Creation of a Trinity River Authority.

Assistance in the City of Dallas' long-range planning for an adequate water supply.

Arrangement for a survey on consumption of industrial products, to guide the Chamber in a more highly selective effort to bring in particularly-needed new industries.

Establishment of a Research and Central Records office, to provide more complete workable data on Dallas businesses and the Dallas economy.

Expansion of the campaign to bring conventions to Dallas, capitalizing on the impetus provided by the imminent opening of the new Statler Hilton Hotel, and other expansions of Dallas' convention facilities.

Removal of natural gas production from Federal control.

Housing of the City and County health departments in a new Public Health center, to secure increased efficiency and closer coordination.

In addition to the regular and special work, the Chamber has had its ever-present problem of raising, through membership subscriptions, the budget necessary to carry on its program. During 1955, the Membership Committee has set a new all-time record for new membership units secured. The Ways and Means Committee has made important contributions

through review of the Chamber's financial support, and the development of yardsticks to guide business and professional men as to their fair and proportionate shares of the Chamber's budget.

Each of the interlocking goals set forth here has involved far more work than is indicated in the summary statements. Members of the Chamber have volunteered thousands of manhours of their time, and frequently incurred expenses which they have paid personally. These efforts, and those of the professional staff, can be reflected only in a more detailed report on the year's work. And more details are also essential to an appreciation of the balance and effectiveness in the Chamber's program of work.

Reporting first on the special work, based upon specific problems and opportunities, the essential facts are as follows:

Securing Competition on Major Air Routes

A basic problem in Dallas' continued growth as a transportation center has been the monopoly control of our major air routes. The Dallas-Washington-New York air traffic market is the largest monopoly in the nation's air transportation system. The Dallas-West Coast market, while smaller, is still one of the largest monopolies in the air transportation industry.

Because the Dallas economy makes such heavy use of, and is so dependent upon, air transportation, the effort to secure competition on Dallas' major air routes has been of fundamental importance to the business community. Without the spur of competition, Dallas will have no assurance of air services responsive to, and adequate for, its needs.

The first opportunity to break these air route monopolies came when the Civil Aeronautics Board set up the Additional Southwest-Northeast Service Case, in which seven airlines sought authority to compete in the Dallas-Washington-New York market. The Examiner's hearing began in the Fall of 1954, but most of the procedural requirements have fallen on the Aviation Committee's 1955 workload. Step by step, in briefs and arguments, the Chamber, in cooperation with the City of Dallas, has shown that the available traffic fully justifies competition, and that the competitive struggle for business is the only way in which the Dallas air traffic market can be assured of the quality and quantity of air service it needs.

Dallas scored a complete victory in this major case when the CAB issued its decision on November 22, authorizing Braniff, the Dallas-based airline, to operate a fully competitive service between Dallas and the Northeast. The decision authorized Delta to provide a secondary competitive service between Dallas and the Northeast, with a mandatory stop at Atlanta. The decision authorized each of the four service improvements which Dallas had requested in this proceeding — competition to Washington and to New York, and new, direct single-carrier service to Chattanooga and to Pittsburgh.

The Aviation Committee has also made a strong effort during the year to secure another proceeding for consideration of the applications of six major airlines for the right to compete in the Dallas-West Coast air traffic market. It is believed that "spade work" done this year will result in such a proceeding in the near future, and that the removal of this market from monopoly control is just a matter of time.

Revitalizing Downtown Dallas

Property values in downtown Dallas carry approximately two-thirds of the total tax load for local governmental units.

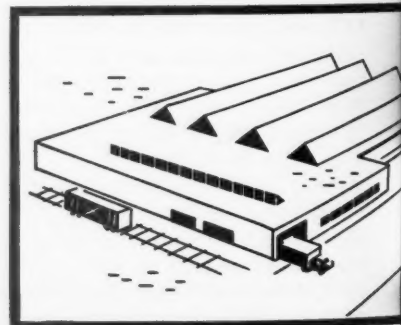
Any deterioration in downtown property values must be compensated by increased taxation on residential and suburban business properties. Furthermore, the downtown area is Dallas, as far as the outsider is concerned. The city's attraction for visitors is, by and large, limited to the strength and appeal of its central business district.

In many cities, the central business areas have been permitted to deteriorate to the point that their restoration has been an unnecessarily difficult job. This was not true in Dallas, but business men agreed that preventive action would be good insurance against its happening here.

The Retail Merchants Association, a division of the Chamber, was the logical group through which to attack the problem. Comprehensive studies were made of the programs which have been undertaken in other cities across the nation. The good and bad features of each city's program were analyzed. A Dallas program, tailored to the circumstances existing here, was developed. Step by step, committees developed a comprehensive, year-round promotional program which it was agreed would work best for Dallas. The objective of the program was to refocus attention on the downtown area: to remind shoppers of the advantages which downtown Dallas offers them; and thus to provide a business incentive which would encourage downtown property owners and merchants to make the area still more attractive from every standpoint. The entire project was given the name Dallas Unlimited.

A \$100,000 budget was required for the program agreed upon. The Chamber established special committees to raise the Dallas Unlimited budget among the interests which would be directly benefitted by the Dallas Unlimited promotion. A total of 260 subscribers, including merchants, banks, hotels, newspapers, utilities and property owners, raised the required fund. The Dallas Unlimited program was successfully launched on October 27. Special events and advertising throughout the year will add momentum.

The Dallas Unlimited program not only serves to re-sell downtown Dallas as Texas' largest shopping center, but also fills a need for an effective "core" effort around which various



other projects for improvement of the downtown area can develop. These include efforts at architectural improvement, better traffic conditions, and improved public transit services.

Efforts to Solve the Right-of-Way Crisis

The Texas State Highway Department has programmed expenditure of some \$115 millions for construction of expressway-type State and Federal highways in Dallas County. For some time, it has been obvious that the existing resources of local governments were inadequate for the purchase of rights

WORK: 1955

of way which the county and cities would be required to provide.

Many possible solutions were studied by the Chamber's Central Highway Committee. In the final analysis, the only practical solution appeared to be special legislation authorizing Dallas County, by local option vote, to establish a supplemental motor vehicle license fee which could be used only for the purchase of rights of way for State and Federal highways. The Chamber's committee initiated, and sponsored enactment of, this legislation.

It then petitioned the Dallas County Commissioners Court to call a special election at which the voter could approve the supplemental license fee. Due to interlocking special circumstances, the proposal lost by 270 votes. The Chamber then took the lead in asking for resubmission of the proposal in another election held on November 19. In the second election, the special license fee was rejected by 395 votes.

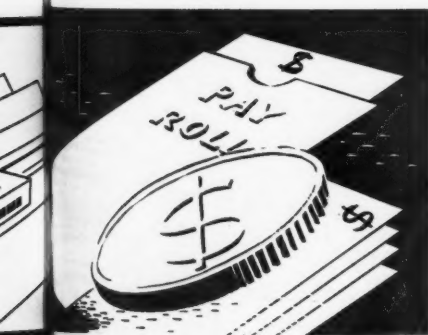
Thus, the Chamber's great, constructive effort has come to naught. Dallas County faces a real crisis, aggravated by the voters' rejection of what appeared to be its most practical solution. The Chamber stands ready to assist local governments in further efforts to find a solution to the problem. Efforts to resolve this crisis will undoubtedly have to take a high priority in the 1956 program of work.

Creation of a Trinity River Authority

A navigable waterway is the one element of transportation which Dallas lacks. The Dallas Chamber, working with Fort Worth and other cities involved, organized the Trinity Improvement Association, which has made substantial progress on its overall program for soil conservation, flood control, water storage and navigation developments in the Trinity River Valley. By 1955, it had become apparent that further progress required creation of a State Authority empowered to undertake full-scale development of this program.

The Texas legislature was asked to create the Authority.

The Dallas Chamber worked in close cooperation with the



Trinity Improvement Association and other cities' chambers of commerce. Witnesses made repeated trips to Austin to testify before committees of the Legislature. Support was organized for the proposal. Factual information was developed to show the need for such an Authority.

The campaign was only partially successful. The Trinity River Authority, as created, is restricted from undertaking any work designed to bring about navigation of the Trinity. However, the Authority is now in being, and its work will inevitably bring nearer the day when navigation will be authorized.

Provision of An Adequate Long-Range Water Supply

The Chamber has long recognized that the most important problem before Dallas is the maintenance of an ample water supply.

Through its Washington office, the Chamber played a major role in securing Congressional appropriations — supplementing City of Dallas payments — which made possible the creation of the Garza-Little Elm, Grapevine and Lavon reservoirs on the Trinity River. While the addition of these new sources of supply gives Dallas a water storage capacity more than adequate for its present needs, the projected population growth of the Dallas metropolitan area will require still more water storage capacity within the foreseeable future. Assurance that the additional water supplies will become available as required is a fundamental factor in the Chamber's continuing efforts to create new jobs and new pay rolls for the Dallas metropolitan area.

A citizens' commission, created by the City of Dallas to study and recommend new sources of water supply to meet Dallas' progressively-increasing, long-range needs has done an outstanding job. The Chamber has maintained a close working liaison with this commission, and has provided it with information and other assistance.

Selectivity in Industrial Development

The Chamber's Industrial and Economic Development Committee recommended to the Board of Directors a need for more selective effort in industrial development work: what is the existing market for products required in our various industries; what new industries are most needed to round out our industrial development; and to what classifications of industry does Dallas have the most to offer?

Answers to these and similar questions, the committee pointed out, would enable the Chamber to carry on a "rifle shot" program of industrial development, singling out for special selling efforts those industrial prospects whose locations in the Dallas metropolitan area would mean most to our economy.

The problem was laid before the North Texas Chapter of the American Marketing Association, which agreed to undertake an industrial products consumption survey, designed to provide guidance for North Texas communities toward a more selective industrial development effort.

A "pilot survey" was conducted during the year, to eliminate the "bugs" so often encountered in market research work. The mechanics have been perfected for a broad-scale survey to be undertaken early next fall. Results of the survey should enable the Chamber to develop a much more highly selective industrial development program.

Research and Central Records

Heavy demands are made upon the Dallas Chamber for both general and specific information regarding Dallas businesses and the Dallas economy. Such data has been maintained in a number of different files, each developed for a specific purpose. More and more often it has become necessary to correlate several files, and do a slow and painstaking manual analysis, in order to provide the facts required for some phase of the Chamber's work.

The Chamber's management set out to determine whether it would be practical to accumulate its basic information on business machine cards, to provide the flexibility and speed which are impossible to attain with manual operations.

It was learned that no chamber of commerce has ever undertaken broad-scale use of business machine cards for statistical work, as has been done so generally in industry. It was also determined that the application would be practical, insofar as the Dallas Chamber's needs are concerned.

On this basis, a central records and research office has been established. It will handle all basic research for the Chamber's staff and committees. It will also secure basic information, on a uniform basis, for all businesses in Dallas County. With the use of business machines and punch card files, it will be possible to sort and compile this data quickly and accurately. Increased efficiency can be obtained by having one central source of information to service all phases of the Chamber's work.

Stepped-Up Convention Activity

Timing is particularly important in Chamber of Commerce work, as in any other endeavor. The imminent openings of the Statler-Hilton Hotel and of Dallas' new Memorial Auditorium, and the major expansion of the Adolphus Hotel facilities, have created an opportunity for intensified selling of Dallas as a convention center. At the beginning of the year, the Chamber's Board enlarged the staff of the convention department and authorized an accelerated effort to take full advantage of the expansion of Dallas' hotel and convention facilities.

The results of this well-timed effort to capitalize on a special situation are reflected in the fact that 82 national and international conventions have already been scheduled for Dallas in 1956 and subsequent years in addition to hundreds of district, state and regional conventions. The latest semi-annual edition of World Convention Dates, authoritative publication which lists all definitely-scheduled events for all cities on a comparable basis, shows that only New York and Chicago exceed Dallas in number of conventions now scheduled for the future. Dallas has more conventions scheduled than such cities as Atlantic City, Los Angeles and San Francisco.

Among outstanding conventions scheduled for Dallas in 1956 are the American Society of Civil Engineers; the National Association of Dry Cleaning; American Chemical Society; American Institute of Banking; Veterans of Foreign Wars; American Bar Association; National Retail Farm Equipment Association; Independent Petroleum Association of America; and the National Exchange Club.

Already scheduled for 1957 are such conventions as the American Ceramic Society; National Association of Plumbing Contractors; National Society of Professional Engineers; Mortgage Bankers Association of America; American Osteopathic Association; the AIME Petroleum Division; and the American Savings and Loan Institute. For 1958, the calendar already includes such conventions as Rotary International; Kiwanis International; the Advertising Federation of America; American Dental Association; National Association of Life Underwriters; and the American Association of Nurserymen. Major conventions have already been booked as far into the future as 1961, when the National Association of Insurance Agents will meet in Dallas.

Federal Control of Natural Gas Production

The United States Supreme Court's decision giving the Federal Power Commission jurisdiction over natural gas production posed a threat of far-reaching consequences to Dallas and to the oil and gas industry of which Dallas is the nerve center.

A special subcommittee of the Committee on State and

Federal Legislation made an exhaustive study of the inter-related legal and economic questions involved. On its recommendations, the Chamber's directorate adopted a strong resolution supporting legislation, pending in the Congress, to specifically remove natural gas production from Federal regulation. It pointed out that Federal regulation of gas production in peacetime is not justified; that it is economically unsound; and that it would discourage the discovery and development of new natural gas supplies, and prevent its sale at competitive prices responsive to the laws of supply and demand. The Chamber's Washington representative was assigned to present the Dallas viewpoint to Congress. A continuing campaign is being waged to secure this legislation at the next session of congress.

A Joint City-County Health Building

Construction of new facilities by both the City and County governments prompted a special study by the Chamber's Public Health Committee. It indicated that better coordination could be obtained between the City and County health departments if the two units were housed in the same building, near the new Parkland Hospital and the University of Texas' Southwestern Medical College. It found that the two units, while retaining their independent status, could still utilize joint laboratory facilities, library and other equipment; and could attain greater efficiency at less cost, and provide better service to the public. The committee's recommendations were taken to both the City of Dallas and the Dallas County Commissioners Court, with the result that the two local governments have agreed to erect the building for joint use of their health departments.

The Public Health Committee also played a major role in initiating the studies which have led to organization of a citizens' effort to finance and build the proposed North Texas Physical and Vocational Rehabilitation Center. This project has its commercial as well as humanitarian aspects, because it is expected to reduce substantially the bill which local industry must pay for the care of disabled workers.



Each phase of the Chamber's special work has been important and significant, but the regular work, which must be done on a repetitive basis, year after year, still reflects the "pay off" effort to promote Dallas' sound and balanced growth.

The cumulative effectiveness of the Chamber's consistent work is reflected in the physical and business growth of Dallas. Only a few indicators are needed to tell the story of steady progress:

Population of the Dallas metropolitan area is now nearing 800,000.

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Employment has topped the 322,000 level.

Pay rolls are running at the annual rate of \$1,190,101,080 (billions).

Dun & Bradstreet ranks Dallas No. 4 among American cities in 1955 volume of construction, exceeded only by New York, Chicago, and Los Angeles.

All segments of the Dallas economy are operating at peak levels.

More of the story is needed, however, to appreciate the manner in which the Chamber's program of work serves all of the broad interests of the Dallas metropolitan area. This story is best told in relation to the long-range goals, set forth earlier in this report, toward which all of the Chamber's normal activities are directed.

1. Expansion of existing business enterprises.
2. Location of new businesses in Dallas.

New sales opportunities and new customers bring about the expansion of existing businesses. Everything that the Chamber does to promote a greater volume of business for Dallas retail merchants, service businesses, wholesale distributors and manufacturers, serves this objective.

During the year, the Chamber has done many things which dovetail to create a greater market and a broader opportunity for the metropolitan area's existing business enterprises. For instance, it has:

Worked for improved transportation facilities and services. Transportation is the foundation for Dallas' present business development, and the key to its future growth.

During the year, the Chamber—

- Helped the Santa Fe Railway secure permission to build 49 miles of new railroad, to give Dallas its first mainline connection to Chicago.
- Secured new feeder airline routes (Trans-Texas Airways) which will provide direct air service between Dallas and the important Louisiana centers of Lake Charles and Lafayette. Also, was instrumental in securing removal of restrictions on air service between Dallas and East

- Assisted the motor freight industry by opposing a discriminatory requirement for the weighing of freight.
- Supported the right of shippers to route their freight via the transportation agency of their choice; and insisted that the bill of lading must determine the charges applicable on freight.
- Submitted exhibits and testimony at the ICC hearing in support of Strickland Transportation Company's application to extend its motor freight line from Houston to New Orleans.
- Worked to secure improved highway connections, both in the immediate Dallas area and throughout the Southwest, to provide better facilities for both the general public and the highway transport industry.

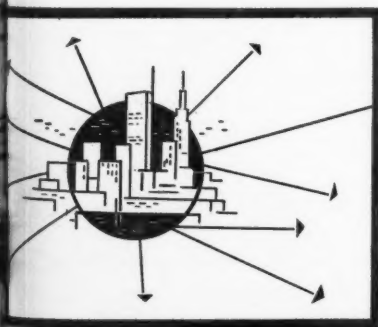
Promoted the Dallas Market. Dallas is now the established buying center for merchants in more than 20 states and several foreign countries. Its importance is reflected in the 12 major market shows held in Dallas annually; in the Dallas Merchandise Mart, the Santa Fe Building Merchandise Mart, and the Decorative Center; and in the steadily-increasing strength and diversification of Dallas distributing interests.

During the year, the Chamber—

- Staged the four market seasons of the American Fashion Association, the Market Division of the Chamber; published the Divisions' quarterly magazine, "American Fashions;" provided buyers with the popular "Sales Merchandising Manual;" staged a merchandising clinic during each market season; and pioneered with a significant Seminar for Retail Management.
- Coordinated with the sponsoring agency for each of the other market shows: The Southwestern Men's Apparel Club, Southwestern Shoe Travelers Association, Southwestern Gift Goods Shows, and Southwestern Furniture Market.
- Helped publicize the "mart" operations, with their permanent exhibits of merchandise—the Merchandise Mart of Dallas, the Santa Fe Building Merchandise Mart and the Decorative Center.
- Cooperated with the Dallas Fashion Center, the promotional agency for Dallas apparel manufacturers.
- Published "A Classified Directory of the Dallas Apparel Market."
- Stimulated development of export-import trade, by providing a specialized foreign trade service to assist both American and foreign business men with international trade regulations, location of desired products and services, interpreting for foreign visitors, and translation of business documents.

Served as the clearinghouse for business men's cooperative efforts. Retail merchants, manufacturers and distributors work out mutual problems and develop programs of cooperative action through the mechanics provided by the Chamber. During the year, the Chamber has—

- Served as the agency through which retail merchants handled such matters as store opening and closing hours, street decorations, and various special promotions.
- Mobilized the required action on legislative proposals affecting the interests of retailers.
- Provided liaison between Dallas manufacturers and wholesalers, on the one hand, and procurement agencies, both governmental and commercial, on the other; worked



Texas cities, including Tyler, Longview, Kilgore, Glade-water and Marshall.

- Proved the unsoundness of a restriction which prevented Central Airlines from operating its route segment 7 services (to Fort Smith and Fayetteville, Arkansas) at Dallas.
- Gathered facts on air mail service which resulted in a Post Office Department investigation of means for improvement.
- Protected the interests of Dallas shippers and receivers of freight by continuous checking of tariffs, and by opposing any which were injurious to Dallas.

effectively to bring a large volume of subcontract work into Dallas plants.

- Provided spokesmen before committees of the legislature on proposals affecting the interests of Dallas industry.
- Answered an increasing volume of specific inquiries as to Dallas sources of merchandise; from manufacturers in other regions seeking distributors, agents or other representation in Dallas; and from distributors and agents in other parts of the country seeking to represent Dallas manufacturers.
- Consistently publicized Dallas, through many media, as the key manufacturing-distributing center in the Southwest.

Developed all opportunities for "side benefits" designed to increase the volume of business in Dallas. During the year, the Chamber has —

- Attracted to Dallas more than \$17 millions in "fresh" money, spent here by an estimated 322,000 visitors at conventions, sales meetings and similar events.
- Worked through an alert Athletic Committee to keep Dallas in the spotlight as the sports center of the Southwest, to bring into Dallas trade channels millions of dollars in extra spending by visitors attracted for sports events.
- Cooperated in the promotion of, and capitalized on the drawing power of, Dallas' extraordinary amusements attractions, including the State Fair Musicals, the Margo Jones Theater '55, Cinerama, etc.
- Worked for the improvement of agricultural and ranching conditions in the Southwest, by coordinating its efforts with such agencies as the Texas Research Foundation (Renner), the State Fair of Texas, and the Dallas Agricultural Club. An example of this type of cooperation is the fact that the Chamber "lends" a staff man to the State Fair to assist in the staging of the Pan American Livestock Exposition.

The Chamber also develops specific information required by Dallas businesses which are considering expansion; and frequently provides various special services, such as preliminary information of possible sites or available buildings.

The other part of the Chamber's work in creating new jobs and new pay rolls is to sell desirable businesses on locating in the Dallas metropolitan area. Most of this effort, of course, is directed toward bringing into Dallas needed new manufacturers and distributors. The Chamber's "ammunition" in this selling program is facts—facts on Dallas' advantages as the location from which to distribute goods to the Dallas Southwest; facts on Dallas' labor market and the productive capacity of Dallas workers; facts on Dallas' advantages in transportation and communications; and facts on Dallas' advantages in good living conditions.

Selling industrial prospects on Dallas is a continuous effort, cumulative in its effects. Frequently, the establishment of a new sales office, warehouse or factory represents years of work by the Chamber in developing the company's interest in coming into Dallas. The new jobs and pay rolls created today may be the results of work initiated five or ten years ago; and work done in 1955 may pay off in new distributing warehouses or factories which will be established in Dallas in 1960 or 1965.

The Chamber's job of selling industry on Dallas—like any other selling job—breaks down into the simple elements of first getting the prospect's interest, and then convincing him that

the "merchandise" in question is what he wants to buy. In this manner, the Chamber —

Selects the prospects. Like any other salesman, the Chamber must first determine whom it should try to sell on coming to Dallas. It does this by —

- Trained observation. By keeping informed on industrial trends and competitive circumstances, the Chamber determines that certain companies should be good prospects for the Dallas story.
- Suggestions. Some "tips" come from competitors, who feel that they would prefer to see another competitor's operation in Dallas than in some other Southwestern city; some "tips" come from interested employees or officials within a company.
- A process of deduction. By comparing the types of industries Dallas has with those it doesn't have, a determination is made as to those it should seek.

Challenges the prospects' interest. A general mailing list of some 5,500 chief executives in companies which the Chamber has determined are reasonable prospects for establishment of facilities in Dallas is maintained. Of this total, some 1,800 are considered active prospects. During the year, the Chamber has —

- Developed a series of special direct-mail pieces, designed to challenge the interest of these prospects.
- Written some 4,100 personal letters to industrial prospects, giving them either specific or general information calculated to stimulate their interest in considering Dallas as a location for some of their operations.
- On a selective basis, advised prospects of developments which would be of special interest to them. For instance, major expansions of two Dallas electronics manufacturers provided the opportunity to tell prospects in the electronics industry that the growth of these two Dallas firms indicates the advantages which Dallas offers for other units of the electronics industry also.

Makes the sale. Once the prospect's interest is aroused, the



Chamber's job is to ascertain what is needed to sell him on locating his facilities in Dallas. With one prospect, the determining factor may be transportation; with another, competitive circumstances; or with another, it may be labor supply. In most instances, a combination of factors will influence the prospect's decision. When the Chamber knows what is needed to sell a prospect, it undertakes to —

- Provide factual information "tailored" to the prospect's interests.
- Back up its factual information with personal discussions.

- Enlist the help of the prospect's competitors or the heads of related businesses, who will be able to point up the factual information the Chamber is providing.
- Supply all types of helpful services, including data on utilities' services and rates, preliminary information on industrial districts, available sites or buildings, etc.

During the report year, a total of 1,197 new business enterprises have been established in Dallas. Of this total, 88 were new manufacturing operations. Wholesale distribution accounts for another 203 of these new businesses.

A substantial number of these new manufacturing and distributing enterprises reflect, directly, the successful selling efforts of the Chamber. A majority of all the new enterprises were established as the indirect, cumulative result of the Chamber's work through the years.

Of special significance is the fact that the list of new manufacturing and distributing businesses established during the year represents a broad diversification. The Chamber's program gives special heed to the fact that diversification is essential to the sound and balanced industrial growth of the Dallas metropolitan area.

Attention should be called to the fact that Dallas now enjoys a major advantage in the number of outstanding, planned industrial districts which are available to its prospective new industries. Dallas has attracted national attention for its progress in this respect.

Information on Legislation

A strong committee on State and Federal Legislation continually screens proposals and recommends support or opposition on the basis of its objective studies. After the recommendations have been acted upon by the Chamber's Board of Directors, assignments are made to the staff, to special committees, or volunteer spokesmen, to make effective representations to the Legislature or the Congress.

The Dallas Chamber is one of the few chambers of commerce in the country which maintain full-time representation in the nation's capital. The Chamber's Washington representa-



tive provides effective, day-to-day follow-up on the legislative policies adopted by the Board of Directors.

The Dallas Retail Merchants Association and the Dallas Manufacturers and Wholesalers Association, two of the Chamber's divisions, also have standing, specialized committees which screen legislative proposals directly affecting their interests. In addition to the general actions taken by the Chamber itself on legislation of broad interests, the Retail Division and the Manufacturers and Wholesalers Division also take specific action in their own behalf, through their own spokesmen.

Business-Like Local Government

Good local government is not only one of Dallas' major advantages in attracting new jobs and payrolls, but is also a basic asset to existing business. While carefully preserving its integrity as a non-political organization, the Chamber works constantly to encourage business-like operation of our local governmental units.

The Chamber seeks to maintain a good working relationship with all local governmental units. It frequently performs research functions and provides information for local governments; offers them appropriate suggestions on the application of business principles to governmental operations; and responds to all appropriate opportunities to help enlist qualified citizen-members of governmental and quasi-governmental committees and commissions.

Of special importance during 1955 have been participation by Chamber-designated representatives in the work of special committees created by the City of Dallas to study the public transit situation; the improvement of downtown Dallas traffic; and the creation of a new Master Plan for Dallas.

Educational, Cultural and Spiritual Development

The Dallas Chamber had long recognized that such "intangibles" as good schools, good churches and cultural interests are just as important to a community, in the long run, as its department stores, factories and banks. From a broad viewpoint, no one questions that these "intangibles" enrich a community. From a narrow viewpoint, the Chamber is keenly aware that educational, cultural and spiritual advantages are among the factors which an industrial prospect today considers in determining where to establish his factory, warehouse or sales offices.

Numerous organizations exist to promote the development of these "intangibles" in the Dallas community. The Chamber does not attempt to duplicate their efforts, but to correlate with them in every way possible to promote sound objectives in educational, cultural and spiritual growth. Standing committees of the Chamber on Education and Fine Arts have made constructive contributions in these fields. The Chamber this year, as in every year, has helped publicize and promote Dallas educational and cultural facilities, and has cooperated closely with the clergy and laymen of all faiths at every opportunity.

Cooperation with Other Communities

Dallas has long recognized that this community grows as the Dallas Southwest grows. In this conviction, the Dallas Chamber has always regarded as part of its responsibilities any helpful assistance it could render to the Southwest as a whole, and particularly to the smaller cities of the region.

The Chamber, for many years, has assisted in location of industries in the smaller communities within the Dallas metropolitan area. In most instances, these smaller communities are not equipped to provide the information and services required by an industrial prospect. In its industrial development work, the Dallas Chamber thinks in terms of the entire area.

Inter-city cooperation is also reflected in regular, periodic meetings between the management of the chambers of commerce in Dallas, Fort Worth, Houston, and San Antonio.

The Dallas Chamber cooperates with the smaller communities in many other respects, including highway developments and transportation services. Notable assistance has been provided this year on air route developments, in which Dallas

took the initiative in securing new feeder line routes to Lake Charles and Lafayette, Louisiana, and to Harlingen, San Benito, Mission, McAllen and Edinburg, Texas. The Dallas Chamber also provided special assistance on aviation matters to several other communities, including Shreveport, Louisiana, Coleman, Marshall, and Palestine, Texas.

Membership Support

Financial support for the Chamber's work comes solely from membership subscriptions to its annual budget. To support a constantly-expanding program, it is necessary to work continuously for a broader membership base and for increased subscriptions from present members. Volunteers, working on the Chamber's membership committee, carry the brunt of this responsibility. Year after year, the Chamber faces this task of lifting itself by its own bootstraps, so to speak.

For the year 1955, the Membership Committee gave itself a goal of 1,955 new member units. As of November 15, the Committee had actually sold 1,803 new membership units and was confident of reaching its goal before the end of the year.

Merchandising and Advertising Dallas

Many competing cities have tax-supported advertising budgets for their chambers of commerce.

The spotlight consistently focused on Dallas in the Nation's press, radio and television results not from a big advertising budget but from a favorable combination of circumstances and efforts. Much of it can be credited directly to the information and services which the Dallas Chamber provides for magazines, newspapers, radio and television. Capitalizing on the national interest in Texas in general, and Dallas in particular, the Chamber takes advantage of every "break" that is offered by any medium.

A major factor in the Chamber's job of merchandising and advertising Dallas is its monthly magazine DALLAS. Long recognized as the top Chamber of Commerce magazine in the United States, DALLAS sells Dallas to Dallasites as well as to the rest of the world. The Chamber uses DALLAS to do a month-to-month selling job for the community. The story of Dallas' tangible and intangible assets, continuously and intelligently presented in each month's issue of DALLAS, gives Dallas people a background which makes every interested reader a well-informed and potentially effective salesman for the community. Frequently, a national publicity "break" results from facts which have thus been challengingly presented in DALLAS.

Every phase of the Chamber's work, whether it be the immediate goal of publicizing an important cultural event, or the longer-range goals of selling Dallas' advantages as a business and transportation center, gets effective support from the Chamber's magazine DALLAS.

Results Are What Count

We are now just ten years from the end of World War II—the greatest dislocation the world has ever known. It is a logical point at which to appraise Dallas' position from both short-term and long-range viewpoints.

When V-J Day came in 1945, Dallas was at a cross-roads. Would we slide back, would we hold our gains but move ahead at a slow pace, or would we go forward with fresh vigor and purpose?

The questions have all been answered now. In 1946 and each succeeding year, Dallas moved forward on the road of sound growth and balanced prosperity. The year 1955 has been a fitting climax to this decade of unequalled progress. At the end of the decade, Dallas faces a future of broader opportunities and greater challenges than ever before.

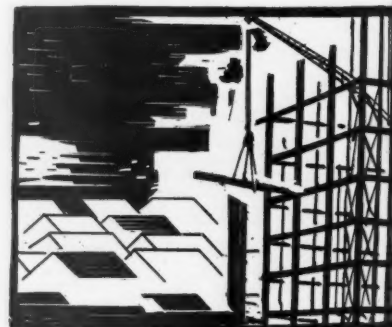
The essential ingredient in Dallas' remarkable record of achievement is the intangible force which is best described as the Dallas spirit. Pioneer leaders in this community generated the Dallas spirit, and bequeathed it to each succeeding generation. Down through the years, the Dallas Chamber of Commerce has become the agency through which this spirit of achievement is nourished, kept brightly alive, and directed toward worthwhile goals. In the final analysis, the Dallas Chamber of Commerce can do no more than the Dallas spirit equips it to do.

At the close of a year of great progress, completing a decade of unequalled achievement, the most important fact that can be reported to our community is general confidence that the Dallas spirit is equal to every challenge and every opportunity which the future will bring.

Sincerely,

James H. Crossman
PRESIDENT

Mercurio
VICE PRESIDENT AND
GENERAL MANAGER



A NEW *Landmark* - - - -

IN METROPOLITAN
DALLAS



GENERAL AMERICAN OIL COMPANY

DALLAS
TEXAS

Five miles and six minutes from the Heart of Downtown Dallas — The Meadows Building is a new landmark in the expansion of Metropolitan Dallas — and a new landmark in two decades of development of The General American Oil Company.

One of the six largest office buildings in Dallas — and the largest in its suburban area — The Meadows Building is owned by the Employees' Retirement Plan of General American and operated by the Meadows Building Corporation.

The officers and directors of General American are proud that our firm is a major tenant of this building — and that it will serve as our executive offices. It stands as a living symbol of the faith of General American employees in the future of their company and Dallas.

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180 MPH
120 MPH

within these circles are your customers

Cessna
MODEL 170
MODEL 180
MODEL 310

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The flexibility of business aircraft offers you or your company the advantage of more time for your customers, for your family, for yourself!

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friends everywhere,
best wishes for a merry
Christmas and a highly
successful New Year.*



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Dallas C of C Members Share In Airline Decision

Every member of the Dallas Chamber of Commerce shares, directly or indirectly, in Dallas' great accomplishment in securing competitive air services to the Northeast, Chamber President Jerome K. Crossman declared in a letter to the membership on November 28.

Typical of the responses to Mr. Crossman's statement was the following letter received from C. R. Burton of Burton and Wilkin, 505 Southland Life Building Annex:

"Gentlemen:

"It is my great pleasure to acknowledge receipt of your letter of November 28 relative to the CAB decision as I am especially proud of it and do not believe there is another Chamber of Commerce in America that could have done a better job.

"About two months ago I took a trip to Canada and made it a point to get a round trip ticket as far as possible with Braniff because it is domiciled in Dallas and helps support the city.

"The teamwork that it took to obtain this decision has fascinated me all along and I said at the beginning it would obtain its objective.

"Again, I wish to assure you of the high esteem in which I hold the Dallas Chamber of Commerce and thank you for your diligent efforts."

Yours very truly,
(S.) C. R. Burton

★

WHERE CREDIT IS DUE

The model train pictured in the Santa Fe Mainline story on pages 50 and 51 were manufactured by Lionel, Inc. and were furnished to DALLAS by the General Electric Supply Company.

★

RICHARD A. GOODSON of St. Louis, Missouri, assistant vice president of the Southwestern Bell Telephone Company, will become general manager for the company's Texas area January 1. Mr. Goodson began his career with the telephone service here in 1928 as a traffic assistant.

★

HERBERT D. BRUNDADGE has been appointed new car manager in the DeSoto Motor Corporation's Dallas region. Mr. Brundage joined DeSoto as an inspector at the Dearborn, Michigan plant in 1950.



Elected International Leader

James H. Stewart has been elected president of the International Association of Fairs and Expositions at its 65th annual convention here. Mr. Stewart, who has served during the past year as vice president of the IAFE, is executive vice president and general manager of the State Fair of Texas.

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Bomar, Henry H., Ins. Agcy.
Bond, Tom L., Agency
Brannan Insurance Agcy.
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Burke, John L., Co.
Burkholder Ins. Agency
Burton & Wilkin
Bywaters Insurance Agcy.
Coehran & Houseman
Coleman, Shelly
Corrigan-Jordan Ins. Agcy.
Cox, George A., & Co.
Cox, George F., & Co.
Cox & Stalley
Crocker, R. H., & Co.
Craw, C. W., & Co.
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Cullum, J. D., Co.

Coker, M. L., Ins. & Loans
Crossman, G. W., Agency
Davis, Lyn E., Agency
Dean, E. G., & Co.
DeLay, Clyde, Ins. Agency
Dexter, Chas. L., & Co.
Diffey, W. A., Jr., Agency
Down, Frank C., Co.
Duncan, Guy S., Ins. Agcy.
Echols Insurance Agency
Ellis-Smith & Co.
Elmore, Derrill G., & Co.
Ferguson, Tom C.
Fitzwater, Tim, Insuror
Flowers Ins. Agency
Fogleman, Wilbur H., Ins.
Francis, Shirley M.
Garrett, Floyd, Co.
Greaves, Sidney D., & Son
Green, Glynn O., Agency
Green, Sidney F., & Ligon
Grinnan, Lewis, Co.
Gulledge, Hal A., Co.
Gump and Gaynier
Hadsell, J. C. & Company
Hall, Howard M.
Hamman, Gaston, Agency
Hardy, E. L., Agent
Harris, Felix, & Co.
Harris & Huffines Agcy.
Hartley, Walter G.
Henry, E. Cowden
Hogan, Geo., Ins. Agency
Holland, W. M., Agency
Holt, J. Frank, Co.

Hooker, S. H.
Howell, Rouse, Insurance
Hunt, Carl H.
Jackson, A. D., Agency
Jacobs, Joe, Ins. Agency
Jones-Calvert Co.
Jones, Ted, Agency
Jones-West and Johnson
Julian & Cochran
Kaufman, Phil H., Ins. Agt.
Killough, M. N., & Co.
Kirkpatrick-Thompson Co.
Kirsch, August
Kline, W. E., & Co.
Lang, J. Fred, Agency
Lett Insurance Agency
Levi, Chas. A., & Sons
Lindsley, J. W., & Co.
Love Insurance Agency
McClure, Geo. D., Agency
McCormick, Geo. W., Ins. Agency
McElvies, Geo. W., Co.
Mallinson, Fred, & Co.
Mangelsdorf, J. W., Agcy.
Manton, Henry, Agency
Markham, C. M., Ins. Agcy.
Maxon-Mahoney-Turner
Mendenhall, J. S., Ins. Agency
Merritt Insurance Agency
Mincer, Sylvan A.
Mittenthal, N. E., & Son

Mohon, J. W., & Co.
Moore, Harry R., Agency
Morrison, Lake Agency.
Moser Company
Munger & Moore
Murchison, Kenneth, & Co.
Murray Insurance Agency
Nash, A. G., Co.
Noel, Dave, Agency
Norwood, Jones W.
O'Beirne, C. B., & Co.
Owen, Arthur L., Co.
Parrish, W. D. (Bill), Insurance Agency
Patrick, C. M. (Pat)
Pearlstone & Elliott
Peavy Insurance Agency
Pierce, Fred A.
Prendergast, A. C., & Co.
Priddy, Ross, Agency
Ragland Insurance Agency
Reid, James Y. (Jim) Agcy.
Reilly, Wm., Agency
Reinhardt, I., & Son
Rembert, David, Agency
Renz, Stagg, Agency
Roberts, Wiley, & Sons
Roeder & Moon
Rose, Rose & Crutcher
Rucker, T. M., & Co.
Scheid, Max, Agency
Seay & Hall
Shaw & Hornberger
Shelton & Bowles
Shelton, Ray, Insurance

Simons Insurance Agency
Simpson & Cathey
Slaton, Jas. B., Ins. Agcy.
Slay & Co.
Smith, A. M. (Al), Ins.
Smith, Cruger T., Agency
Snell, David M.
Spurgin, Ben., Ins. Agency
Steele-Fonda Co.
Stern, Robert, Ins. Agency
Stewart, Waldo E., & Co.
Susman, Wm., Agent
Doc Swallow
Taylor, Roy L., & Son
Teeling Insurance Agency
Thomas & Loving Ins. Agency
Thraash, Howard G., & Son
Troth, S. H., & Co.
Tucker-Manning
Threadgill, Jack
Waldman Bros. Ins. Agcy.
Wallace, Jim, Agency
Watson-Herring Ins. Agcy.
Weatherford, Bill, Ins. Agency
Whitman, Joe, Ins. Agency
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Joy Manufacturing Expands To New Quarters

Joy Manufacturing Company of Pittsburgh, Pennsylvania, has announced the expansion of its district sales office and warehouse into new quarters at 7425 Hines Boulevard. The building is 64 feet by 135 feet and is located on a half acre of land. The Dallas sales office of the firm, which distributes industrial, mining and oil field equipment, serves the Texas-Louisiana-Oklahoma territory.

Andes Opens Second Store. Andes Candies has opened its second Dallas store in the A. Harris Oak Cliff Center. Andes specializes in hand-dipped candy.

New Bowling Alley. The White Rock Bowl, owned by Earl and Budd Linton, will soon be opened at 10221 Garland Road. The new bowling center will be managed by John Hall.

★
Stauffer Gets Sixth Salon. The sixth Dallas location of the Stauffer System has been opened at 2306 West Illinois, operated by Mrs. Eloise Litchfield, figure consultant.

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General Manager

Lincoln Van Camp has been promoted to general manager for the new Texas division of Menasco Manufacturing Company. Mr. Van Camp has been employed by Menasco for more than 15 years in various plant capacities, including laboratory manager, chief metallurgist, assistant director of the engineering division and assistant works manager.

★

PARKER JAMESON has been appointed manager of the Dallas division of Conner Spring Manufacturing Company.

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Catering Manager

Hilaire Cwick has been appointed catering manager of the Stoneleigh Hotel. Mr. Cwick, a native of Luxembourg, is experienced in all phases of hotel work from kitchen apprentice to hotel manager in several European countries and in South America.

★

A&P Sets Store Opening. Dallas' 30th A&P Supermarket has been opened in the Southern Oaks Shopping Center. The store contains 14,000 square feet of space.

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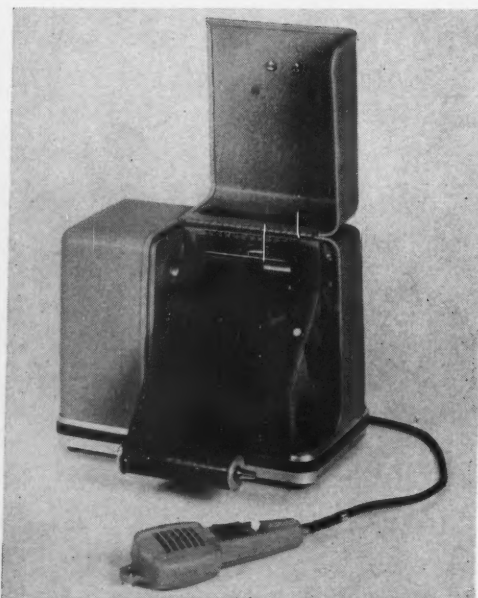
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New Comptometer Dictator-Transcriber

New Lifetime Guaranteed Re-Usable Recording Belt Completely Eliminates Replacement Belt and Disc Expense

A high-fidelity machine that promises to bring amazing new economy and simplicity in office dictation and transcription is now being introduced to Dallas businesses. Manufactured by Comptometer and distributed by Bennett's, both prestige names in office equipment, this new machine features the Erase-O-Matic recording belt which is guaranteed for life against wear, tear, heat, cold, or moisture.

The Erase-O-Matic recording belt can be re-used hundreds of times, completely eliminating the need for expensive replacement belts or discs. Old dictation can be entirely erased in seconds.

Error-Free Dictation

Executives may now accomplish perfect dictation, without pauses, errors, or corrections, because of the Comptometer's unique Erase-O-Matic feature. Instead of adding a correction, as in most machines, the dictator simply reverses to where the error was made and dictates the corrected words which automatically wipe out the error as the new dictation is recorded.

Less Expensive Than Any of the Leading Dictating Machines

Although the Comptometer dictation-transcription machine has feature after feature which cannot be duplicated by its competition, it actually costs less than any of the leading machines in its field! This is a source of constant amazement to those who have seen a demonstration. The secret is in design, simplicity, and technical engineering skill plus mass production geared to meet popular demand.

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**TEXAS EMPLOYERS
 INSURANCE ASSOCIATION**

HOME OFFICE • DALLAS, TEXAS

CAB Decision Gives Dallas Airline Competition to North

(Continued from Page 11)

Friday, September 10, 1954 has become a memorable day in the history of Dallas.

On that day, the presidents or chief executives of 25 Dallas businesses, with aggregate resources of more than \$3 billions, told a Civil Aeronautics Board Examiner why Dallas was entitled to receive competitive air services to the Northeast.

"And nobody had any trouble understanding what they meant, either," a spectator said later.

"The most magnificent performance I have ever seen in Washington" was the verdict of a former chairman of the Civil Aeronautics Board.

The job that the 25 witnesses did on September 10, 1954 finally brought results on November 22, 1955, when the CAB authorized each of the air services which Dallas had requested.

The 25 men, whose testimony in the Southwest-Northeast Case has already been written into history as one of the brightest chapters in Dallas' long record of civic teamwork, are:

W. W. Overton, Jr., C. J. McCarthy, James F. Chambers, Jr., H. N. Mallon, Tom Rose, J. L. Latimer, Owen M. Murray, Ben H. Wooten, Edmund J. Kahn, C. A. Tatum, E. M. (Ted) Dealey, Fred F. Florence, Erik Jonsson, Arthur L. Kramer, Jr., Robert McCulloch, Leonard Green, Kirby McDonough, J. Ralph Wood, Robert G. Storey, John M. Stemmons, Stanley Marcus, Roderic Thomas, Angus G. Wynne, Jr., Jerome K. Crossman, Mayor R. L. Thornton, Sr.

★

JACK CRAIN has been named personnel director of Republic National Life Insurance Company.

ROBERT J. GUMP, active in the affairs of the Home Builders Association of Dallas County, has been elected area vice president of the Texas Association of Home Builders.

PAUL BARNETTE has been named secretary-treasurer of W. M. Smith Electric Company. Mr. Barnette has been in the electronics and industrial equipment fields for over 17 years.

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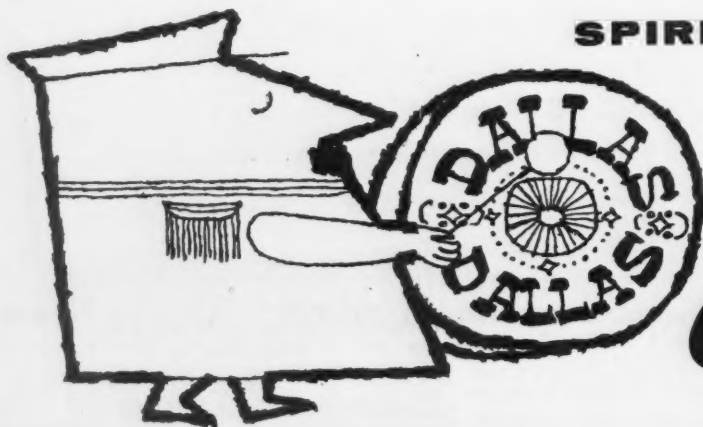
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Southern Department, Atlanta, Georgia



Joins Frito Company

Charles H. Murphy has joined The Frito Company as administrative and merchandising assistant for the advertising-public relations division. Prior to joining the company, Mr. Murphy was a marketing representative for The Coca Cola Company with headquarters in Dallas.

★

OLIVIA SMYTHE, director of the division of public health nursing for the Dallas city health department, has been named "nurse of the year" by her fellow professional nurses.



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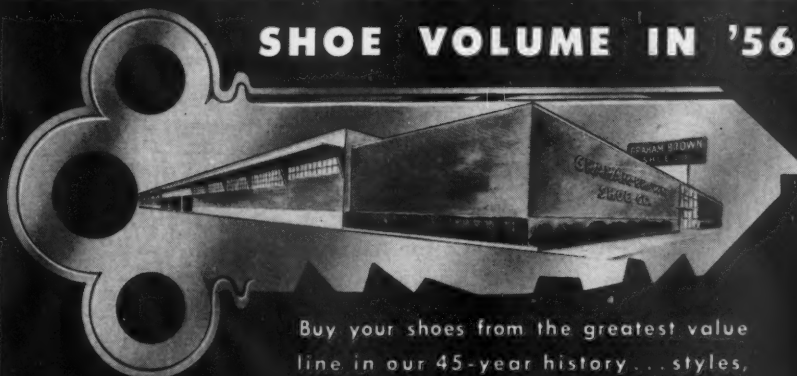
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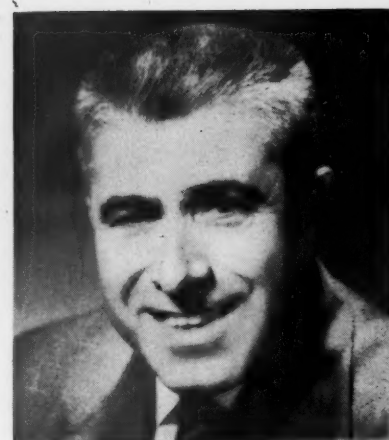
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Changes Positions

Roland J. Cazes, employed by another Dallas printing house for nine years, has joined William S. Henson, Inc., advertising printers, as sales representative. Mr. Cazes will serve the printing company and its clients in the planning and production of annual reports, house organs, direct mail and other forms of printed advertising material.

Airtemp Names Seven. Seven Executives have been added to the Dallas regional organization of Chrysler Airtemp Sales Corporation. W. J. Jeffers has been promoted to assistant manager of the corporation. F. G. Hill has been named assistant regional manager. E. T. Crook is in charge of sales and engineering of construction projects, and John E. Ballew will have charge of the North Texas area. Robert S. Hamilton will have charge of the room cooler program in South and West Texas.

Wright Finishes Playhouse Sketch. Architect Frank Lloyd Wright has finished the first drawing for the Dallas Theater Center's new playhouse on Turtle Creek. The structure, expected to cost \$500,000 or more, will be built of stucco.

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Color Photography by H. I. WILLIAMS Subject - Courtesy Harris-SEYBOLD COMPANY

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EL DORADO, now offers you a special pre-Christmas opportunity to buy membership in a unique country club designed for the pleasure of the entire family.

EL DORADO's "Christmas Package" is arranged to make family memberships possible at this "gift-buying time" when the

head of the family must keep an eye on the budget.

Memberships are limited, therefore this special "Christmas Package" was arranged so that YOU can assure yourself that the entire family can enjoy the benefits of EL DORADO.

By acting now you can buy a \$474 life-time family membership FOR ONLY \$54 down (tax included) and the balance in easy payments after the first of the year.

Here are just a few of the attractive features available to EL DORADO's limited membership: Miniature ranch for the small fry, accommodations for weekend and overnight guests, swimming, water skiing, fishing, golf, horseback riding, skeet shooting, dancing, tennis.

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RA-4915

Membership Committee Sponsors 163 Members in November

THE Membership Committee of the Dallas Chamber of Commerce has sponsored a total of 1,832 new members in the first eleven months of 1955. The Com-

HIGH MEN on the Tatum Pole in the race for the three President Crossman Trophies. (top to bottom) Top man, Vice Chairman Arthur H. Stern, representing Section No. 1. In second place, Vice-Chairman Admiral A. C. Olney, Section No. 7; battling it out for the "show" position are Assistant Vice-Chairman Ellis Watkins, Section No. 4, and Assistant Vice-Chairman Dick B. Granger of Section No. 5.



mittee still needs 123 members to reach their 1955 goal of 1,955 memberships. Says Membership Chairman Jack Hoppers, "Yes, we will make our 1955 goal this year. I feel certain that our Committee will not let the Chamber down, but will carry out our obligation to meet our 1955 quota."

Service, Business & Professional

The Briswalt Salon, 5118 Lovers Lane; Maxwell C. Oswalt (H. C. Starke)

Dallas Health Club, 1019½ Elm; Jack Boyle (Jim Layne)

Glo-Brite Fluorescent Maintenance, 802 N. Peak; Albert Frankel (Norman Alweis)

Ginger Employment Service, ICT Building; Mrs. Louise Ginger (John Griffin)

American Motor Club, 2608 S. Ervay; Robert F. Cox (John Griffin)

Wholesale and Distribution

Grand Prize Distributing Company of North Texas, 1104 N. Industrial; F. B. Verwaltz (Nat Ryan)

Masco Instrument Company, 9314 Noyes; W. H. Massey (A. C. Olney)

Music & Sound, Inc., 118 Leslie Street; Harold J. Lemmon (Nat Ryan)

Foam & Fabric Warehouse, 2602 Swiss; George Lavo (Ellis Watkins)

Trans-Tex Steel, 5602 Maple; L. E. Wales (Tim Carroll)

Aeroquip, Inc., 102 Express; Clyde G. Stratton (Jim Randolph)

Hotels, Motels, Restaurants

Lang Motel, 10103 Garland Road; Harold R. Lang (Arthur H. Stern)

Dallas Park Motel, 7611 E. Highway 67; Irvin C. Bainum (J. T. Mayfield)

Professional

Scott & Kaspar, Inc., Interurban Building; Bob Kaspar (S. H. Barker)

John A. Autrey, C. E., 2308 Greenville (Jack Hoppers)

Goldberg & Alexander, Fidelity Union Life Building; James R. Alexander (Pete Hawk)

Carroll Collier, Artist, Oil & Gas Building (A. P. Harrison)

Gammill & Strong, 505 N. Ervay; H. R. Strong (Jim Layne)

Beaumont & Hohman, Inc., 800 Tower Petroleum Building; Paul Leach (Dwight McAnally)

Tom McCrory, M. D., 3707 Gaston (Allen Greshaw, M. D.)

Drs. O'Brien & Mitchell, 3707 Gaston; Harold A. O'Brien, M. D. (Allen Crenshaw, M. D.)

Ore Research & Laboratories, Inc., 1511 Lèvee; Melvin Pollard (Nat Ryan)

Margaret Sedwick Associates, 2526 Fairmount; Mrs. R. M. Sedwick (Tom Sheffield)

Drs. Thomas & Renken, 3707 Gaston, Paul J. Thomas, M. D. (Allen Crenshaw, M. D.)

Retail

Albert's Department Store, 1520 Elm; Joseph Steinbach and Mrs. Rosine Pohl (Jim Layne)

Downtown Galleries, 327 N. St. Paul; Van L. Stokes (Vince Rohloff)

Murr Brothers Electric Company, 4009 Urban; H. H. Murr (Earl Templin)

Music Fair, 3321 Oak Lawn; Herman B. Bueller (Nat Ryan)

Cannon Shoe Store, 1300 Elm; W. E. Calcote (Dallas Belcher)

Insurance

Continental-Fidelity Life Insurance Company, 340 Meadows Building; Thomas G. Brown and Herbert L. Wiggs (Jim Layne)

Faulkner Insurance Agency, 1500 Adolphus Tower; Thomas Faulkner (Geo. Lemmon)

Kyle-Knight Insurance Agency, 533 Mercantile Bank Building; Henry H. Kyle (Norman Alweis)

Southwestern Fire & Casualty Company, 3906 Lemmon; Foster Yancey, Earl Patrick, and Hal Roper (Arthur H. Stern)

Radio-Television

KRLD, A Radio Corporation, Herald Square; Clyde W. Rembert, Roy M. Flynn, Ted Parrino, Vester Box and W. A. Roberts (Jerome K. Crossman)

Autos, Sales & Service

Helm Pontiac, 128 S. Lancaster; Walter Helm (Jack McKenzie)

Transfer & Storage

Mercury Freight Lines, Inc., 1814 Cadiz (staff)

Manufacturing

Robin Manufacturing Company, 4809 S. Lamar; Jacob J. Mann (Max Goodman)

E. W. Tune Company, Inc., 9200 Sovereign Row; S. T. Tune (Nat Ryan)

Lowe Brothers Paint Company, 2011 Cedar Springs; M. L. Fontenot (Ned Meyerson)

Financial

Industrial Mortgage & Investment Corporation, Burt Building; Clarence F. Cope (Jim Layne)

COMITTEEMAN OF THE MONTH

Jovial, thoughtful, hardworking ... these are the adjectives that describe this month's committeeman, Nat Ryan. Perhaps his big hearted nature is one reason why Nat Ryan has done such an outstanding job in the Membership Committee of the Dallas Chamber of Commerce.

Since he joined the committee in April 1955, Nat has sponsored 67 memberships. He is a "sure bet" for earning a Chamber Life Membership by sponsoring 100 or more members in 12 consecutive months.

Nat Ryan was born in Watervalley, Kentucky in 1912.

A graduate of Southern Methodist University, Nat has been a school teacher, assistant cashier and assistant manager of the cotton department for the Republic National



NAT RYAN

Bank, and is at present vice president of the Industrial National Bank.

He is vice president and treasurer of the American Institute of Banking and a member of the Trinity Industrial Lions Club.



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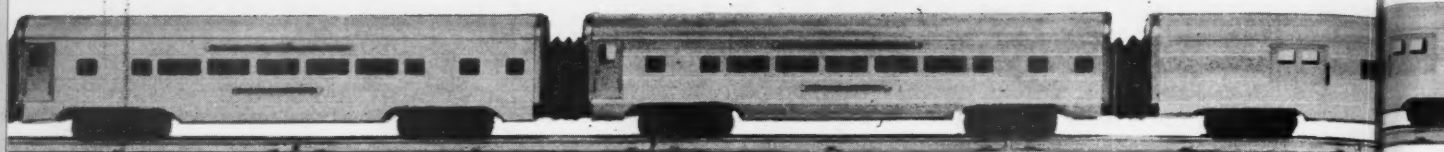
Standing by to serve you through the New Year.
May it be a happy, prosperous one for you.

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New Dallas Main Line

THE christening of a shiny red, yellow and silver diesel locomotive with a bottle of White Rock Lake water early this month ushered in a new era of railroading for Dallas and the North Texas area.

Doing the honors at the christening ceremonies was the attractive wife of Santa Fe president Fred Gurley, whose railroad had just spent in excess of \$7,000,000 to put Dallas on its mainline.

Completion of the 49.7 miles of new line by the Santa Fe, closed a major gap in the web of railways radiating from Dallas. The new mainline reduces rail distances to the North and East by 65.2 miles and brings to Dallas travelers the first through train service to Chicago.

In addition, the extension of Santa Fe's facilities makes possible the development of thousands of acres of fine potential industrial property along the new right-of-way.

Santa Fe is no newcomer to Dallas, but rather has been, in the words of President Gurley, a "partner in progress" for nearly 70 years. It was back in 1882 when the young Gulf, Colorado and Santa Fe Railroad first entered Dallas by complet-

ing a partially built line from Cleburne which it purchased a year earlier from the Chicago, Texas & Mexican Central Railway Company.

"That was back when Dallas was still known as the leading buffalo market . . . back before the community had acquired paved streets . . . back when the telephone and the electric light were making their first appearance in the town that could hardly wait to become a city.

"Those were the days when Santa Fe was a young railroad looking to the Southwest for its future and making plans for building and expanding to knit this great empire into a solid part of our nation.

"The pattern of progress was clear for both Dallas and the Santa Fe."

Both have come a long way since the days of buffalo trade. Big "D" has emerged as the capital of the fabulous Southwest and Santa Fe has woven its rails from the Mississippi to the Pacific and from the Gulf of Mexico to Lake Michigan.

The Santa Fe, like Dallas, has refused to let others set the pattern but has consistently been making things happen in

the railroad industry others have said could not be accomplished.

The investment of over \$7,000,000 in the new Dallas mainline while others in the industry are reducing services and abandoning trackage is a perfect example of Santa Fe's dynamic leadership.

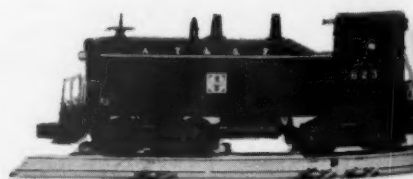
In his welcoming statement for the new line Chamber of Commerce president Jerome K. Crossman said: "Santa Fe had to do some hard headed thinking before it decided to enter upon the greatest new railroad construction project America has seen in a quarter of a century. It had to convince itself that the potential in Dallas transportation market justified the investment. The Santa Fe knows the Dallas transportation picture as well as any railroad could. It must have analyzed every aspect of the present and future of our community.

"The results speak for themselves."

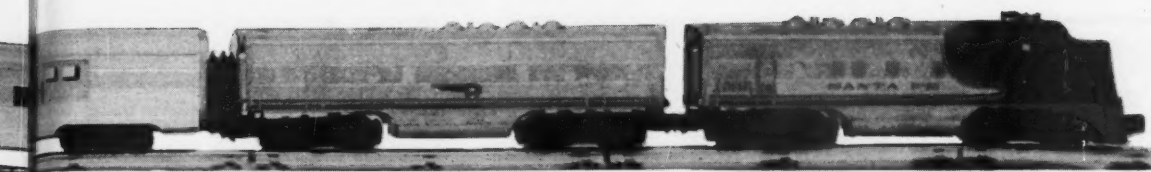
Construction of the new mainline was far from easy . . . in order to achieve the most effective route required the building of 110 bridges in the 49-mile distance, one of the bridges nearly 600 feet long.

The year long task demanded a great

by Steve Landregan



DALLAS • DECEMBER, 1955



eOpened by



and varied volume of material including nearly 500 miles of wire for right-of-way fence, 680,000 spikes and 170,000 ties.

Two stations had to be built, one at Denton and another at White Rock for the convenience of travelers to the Northern suburbs of Dallas.

A lot of ground had to be moved during the line's construction. Santa Fe officials estimate that some 3,500,000 cubic yards of earth were moved during the 10 months of construction. If that much dirt were piled in freight cars and made up into a single train, the engine would be in El Paso while the caboose was still in Dallas, and in between there would be 600 freight cars.

The expansion of Dallas as an industrial and distribution center has been largely responsible for its rise as the railway hub of Texas and the Southwest, but of course the railroads themselves which first came to Dallas after the Civil War formed the cornerstone on which distribution leadership was built.

In 1925 it was the Santa Fe which gave Dallas a big boost in its climb to distribution leadership with the construction of the four units of the Santa Fe building,

with their underground trackage. Today, federal offices occupy the first unit, but the second, third and fourth are still owned by the Santa Fe and used for warehousing, cold storage and wholesale offices.

Today, with Dallas boasting 10% of the nation's planned industrial districts and only .05% of the population, it is a perfect example of what can happen when an alert city government and Chamber of Commerce work hand in hand with industrial developers and transportation agencies to attract new plants and warehouses.

One of the city's pioneer industrial areas was Santa Fe's Oak Cliff district, where plants have been constructed by National Container Company, Borden's, Butler Brothers, Stokely-Van Camp, Temco, and Security Engineering.

Recently Santa Fe has opened two new industrial districts in Dallas, both served by the Chicago mainline. They are the Penrod and Casa Linda districts in Northeast Dallas and Garland. Only this month Sears, Roebuck & Company announced plans for one of the largest single-occu-

pancy warehouses in Texas to be built on the Santa Fe tracks.

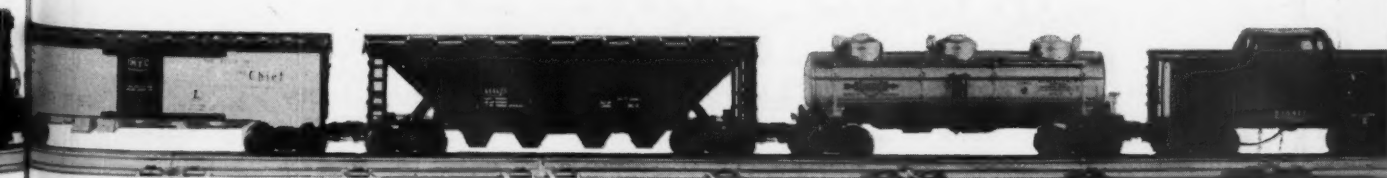
So even before the first scheduled train ran over the new mainline, its importance to Dallas was beginning to be felt. The new line will of course be good for Santa Fe and will undoubtedly repay them handsomely in increased profits, but it will also be good for Dallas.

The Dallas Chamber of Commerce hailed Santa Fe with a dinner honoring the combined boards of directors of the entire Santa Fe System.

Welcoming speeches were made by Mayor R. L. Thornton, Mr. Crossman, Texas Railroad Commission Chairman William J. Murray Jr., Interstate Commerce Commissioner Everett Hutchinson and Lt. Governor Ben Ramsey.

In his response, Mr. Gurley expressed Santa Fe's delight at finally being able to enter the front door of Dallas and predicted that the new rail artery into the city would pump fresh blood into Dallas' economic system.

The 70-year-old "partnership-in-progress" is still a profitable one and promises to pay generous dividends in the future.



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Salvation Army's Christmas Kettle Fund Opens

The Salvation Army kettles are now familiar sights on the streets of Dallas. There are 18 kettle booths and three kettle houses where citizens may contribute to the Christmas kettle fund to insure Christmas for the needy in Dallas and Dallas County. Last year the Salvation Army provided new toys for over 2000 children, shoes for 600 school children, 3000 Christmas dinners, and over 4000 cheer packages to those in hospitals and institutions.

Merry Christmas



HAPPY NEW YEAR TO ALL

Business firms located in the Brook Hollow Industrial District are invited to use the banking facilities of the Irving State Bank, located only 10 minutes from your office. Why fight traffic and parking problems when you can bank with ease and convenience at our bank.

Save Valuable Time — Bank at the

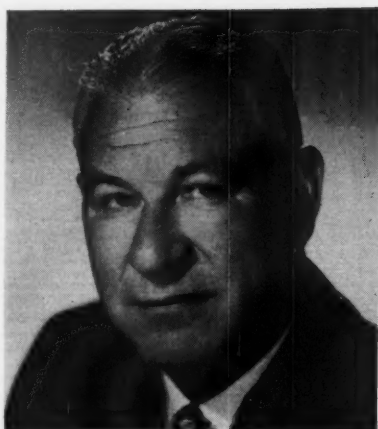
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ONE OF THE LARGEST SHOWROOMS IN THE U.S.A.

Joins Texas Instruments, Inc.

Major General Charles F. Born, USAF, has joined Texas Instruments, Inc., as director of service engineering of the apparatus division. In his new position, General Born will be responsible for engineering liaison with the many sectors of the department of defense and other defense equipment manufacturers.

★

F. B. VERWALTZ, associated with the beer industry for 21 years, has recently been appointed manager of the new Grand Prize Distributing Company of North Texas.

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"The Right Person for the Right Position"

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We have Executives, Office, Sales,
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Now, Southland Life Insurance Company makes life insurance... plus accident, sickness, and hospital benefits... available to firms with as few as 10 employees.

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59 Branch Offices



Home Office • Dallas

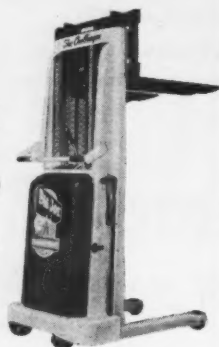
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LOW COST
BIG JOE
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DALLAS



Rway Furniture Opens New Showroom

Rway Furniture Company of Sheboygan, Wisconsin, has opened a new showroom building at 1615 Stemmons Expressway in the Trinity Industrial District. The 13,000 square foot building, which has 50 individual display rooms, was designed by Architect Jacob Anderson and built by McMadden & Miller.

DAVID S. BAYS has joined the staff of Geophysical Service, Inc., as a seismologist specializing in marine oil exploration. Prior to joining GSI, Mr. Bays served as a party chief for another independent geophysical contractor.

ROBERT B. ANDERSON, former Secretary of the Navy and Deputy Secretary of Defense, has been elected to membership on the board of directors and executive committee of Dresser Industries, Inc.

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YEARS OF SERVICE

1956

FIRST NATIONAL BANK IN GARLAND
GARLAND, TEXAS

The year 1956 is the 50th anniversary of this bank, and marks a half century of continuous service to Garland and community. To our many friends and customers we extend our sincere thanks for their patronage and support, and our pledge of future assistance in all their banking needs.

A. B. DAVIS, Chm. of Board
R. McREE DAVIS, President

GORDON FLORENCE, Vice-Pres.
MELVIN MITCHELL, Cashier

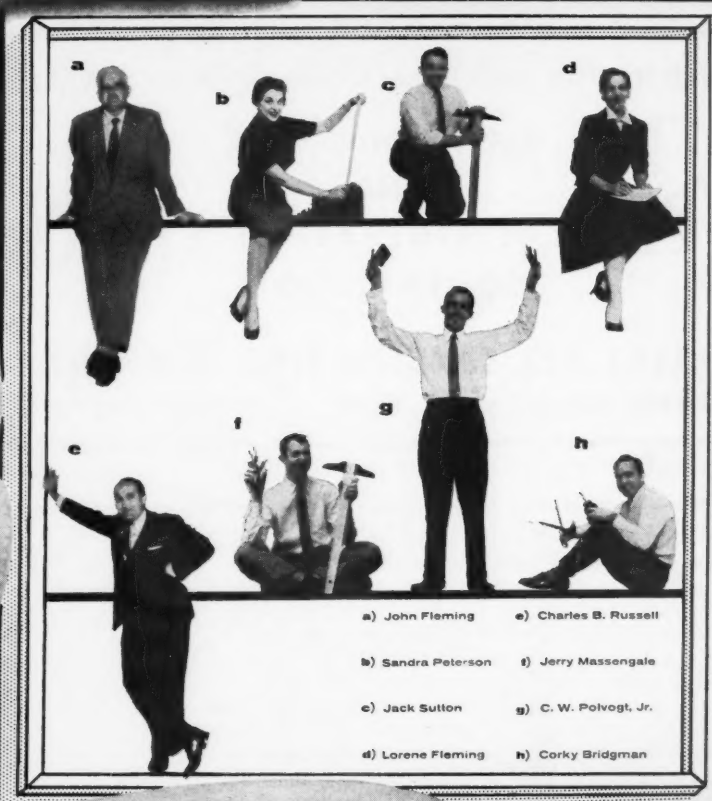
MEMBER F.D.I.C.

FEDERAL RESERVE SYSTEM

(Formerly The State National Bank of Garland — New Name Effective January 4th, 1956)

The picture has changed!

Thanks to you . . . our first year has been one of tremendous growth. We now have an even more complete staff of talented and experienced people to handle your particular creative problems with KID-GLOVE care.



a) John Fleming e) Charles B. Russell
b) Sandra Peterson f) Jerry Massengale
c) Jack Sutton g) C. W. Polvogt, Jr.
d) Lorene Fleming h) Corky Bridgman

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Life, Health and Accident...

A sound, conservative and well managed insurance organization built on traditional principles, and operating under the insurance laws of the state of Texas.

The Reinsurance Company of America confines its operations to the state of Texas, alone, and by so doing is able to concentrate its efforts on behalf of its policy-holders while the management can devote personal attention to all phases of the business.

In addition to Life insurance contracts, the company also offers Accident and Health benefits.

REINSURANCE COMPANY OF AMERICA

HOME OFFICE: DALLAS, TEXAS

ROY E. GARBER, President

A. H. BARNACASTLE, JR., Vice-Pres. & Secy.

B. E. GODFREY, Vice-President & Gen. Council



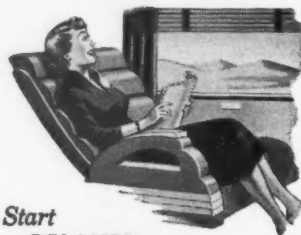
Manages Slenderizing Salon

Patricia Burns has been named manager of Slenderella, International's latest slenderizing salon in Dallas, located in the A. Harris & Company's Oak Cliff Center. The firm's first salon was opened in downtown Dallas last summer at 1528 Main Street.

*

JAMES A. ALLEN, JR. has been appointed traffic manager for the Dallas Parts Depot of Ford Division, Ford Motor Company, on Industrial Boulevard.

*No Nicer Way
To Go There!*



Start
RELAXED...

Arrive
REFRESHED!

**TRAVEL
ON THE FRISCO**

TEXAS SPECIAL
BLACK GOLD



quiet restful diesel power!

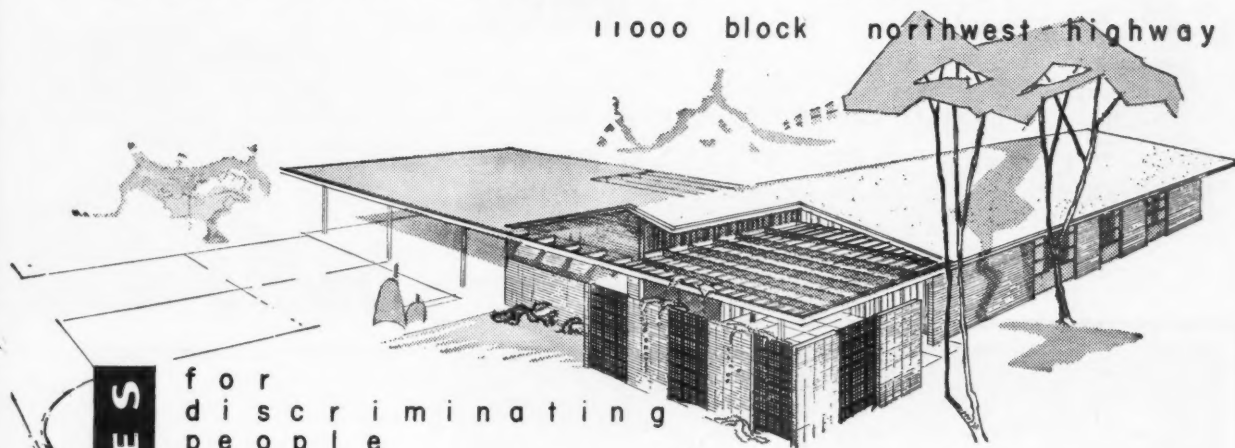
5,000 MILES SERVING THE
SOUTHEAST AND SOUTHWEST



DALLAS • DECEMBER, 1955

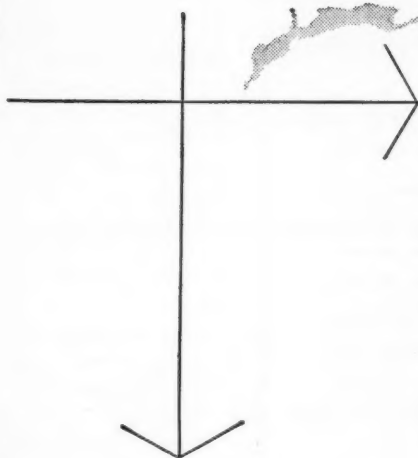
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Priced \$16,500.00 to \$19,500.00
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1. Each design is an expression of forward thinking, utilizing line, form, texture, color and space.
2. Every home equipped with a three-ton Frigidaire conditioner for year-round comfort.
3. All-electric kitchens featuring the new and revolutionary Frigidaire wall oven and fold-back range units.
4. A healthful, garbage-free community is made possible by having a Waste King Disposer in every home.
5. Dallas most distinctive individually designed, no plans repeated in the same block.
6. Landscaped for sun-loving, garden-minded families who demand recreational freedom.
7. Lakeland Hills will consist of over 1,400 air-conditioned homes, ALL of a contemporary design.
8. Completely furnished home open daily from 10:00 A. M. to 7:00 P. M.

Directions: Out Northwest Highway past Buckner Blvd., East to Lakeland Hills Sign.

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INTERVIEWING prospective employees takes time and nervous energy, especially "screening" out those not qualified or eligible.

The dignified way toward personnel replacement—is to depend upon one or more of these professional Employment Service firms. They serve hundreds of discriminating employers throughout this section, and interchange with similar professional groups all over the country.

Whether you have a complete personnel department, or require only one clerk or typist, the files of these professional firms will help you secure more efficient employees—quicker and at less expense. Whether you need technicians, engineers, executives, salesmen or office help—call one of these numbers.

More efficient employees...

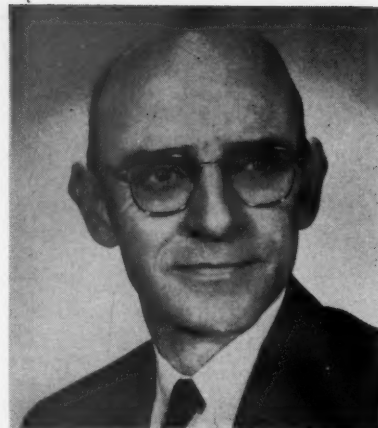
MEMBERS:

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Lacy Bldg.	RI-6114
BRAND EMPLOYMENT SERVICE	
130 Casa Linda Plaza	FA-5845
CLOUD EMPLOYMENT SERVICE	
National City Bldg.	PR-4821
HARRISON EMPLOYMENT SERVICE	
Oil & Gas Bldg., 318 N. St. Paul	ST-5191
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KNOWLEDGE • INTEGRITY • SERVICE



Promoted to Sales Manager

Calvin Millican has been promoted from office manager and general accountant to sales manager of Circle D. Foods. Mr. Millican previously served as head of the sales engineering department for The Frito Company.

Annual Dinner

(Continued from Page 22)

set the pace in 1953, and in 1954 came the Republic National Bank, Burt Building annex and Wynnewood Professional Building.

This year has seen the Adolphus Tower, County Records Building Annex, Doctors Building, and Meadows Building completed.

Near completion are the Statler Hilton, City Hall Annex and Texas Bank and Trust Company motor bank and garage.

Now under construction are the Insurance Center, Republic Insurance Company, Adolphus Garage, First National Bank motor bank annex, Vaughn Building, Dallas Federal Savings and Loan Building, Memorial Auditorium and Dallas Love Field Terminal.

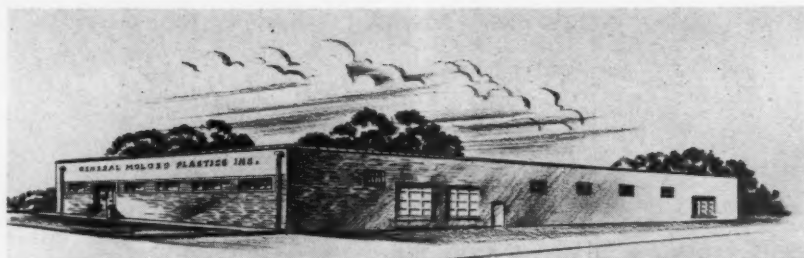
And still more like the Southland Center and LMS Building will be started within the next few months.

All these things have come to pass in the past ten years... as well as hundreds of others.

Yes, if B. F. McLain had predicted ten years ago the things which have actually come to pass since 1945, they would have appeared fantastic.

But Dallasites don't waste their time predicting the future. They spend their energy making the future what they want it to be.

Dallas looks at the past for inspiration; to the future for opportunity. "Hats off to the past; coats off to the future!"



New Headquarters for General Molded Plastics

A new factory and office building for General Molded Plastics has been completed at 5353 Sharp Street in the Inwood Industrial District. The company, manufacturers of a complete line of molded plastic housewares and hardware items, will sell its products nationally through a sales organization of manufacturers agents.

LUMBER LARGE AND COMPLETE STOCKS

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AND DEFENSE PLANT ORDERS

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Howard C. Boazman

May we take this opportunity to wish all of our friends and customers Health, Happiness and Prosperity for the coming New Year. And our thanks for your business during the past year.

A HOMETOWN
INSTITUTION SINCE

1906

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- Shirts
- Coveralls
- Wiping Towels
- Pants
- Shop Coats
- Fender Cloths

TOWEL & UNIFORM SERVICE

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Prospect
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Industrial

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7-Eleven Holds Mass Opening of Five Stores

Five new 7-Eleven Food Stores, four of them in the Dallas area, were formerly opened December 3.

The five new stores are located on Gus Thomasson Road at Maylee, Centerville Road at Maylee, Lake June at Jim Miller, Sixth Street at Rogers Road, and at Haltom Road and Broadway in Haltom City.

The openings bring the number of stores operated by 7-Eleven to 179.

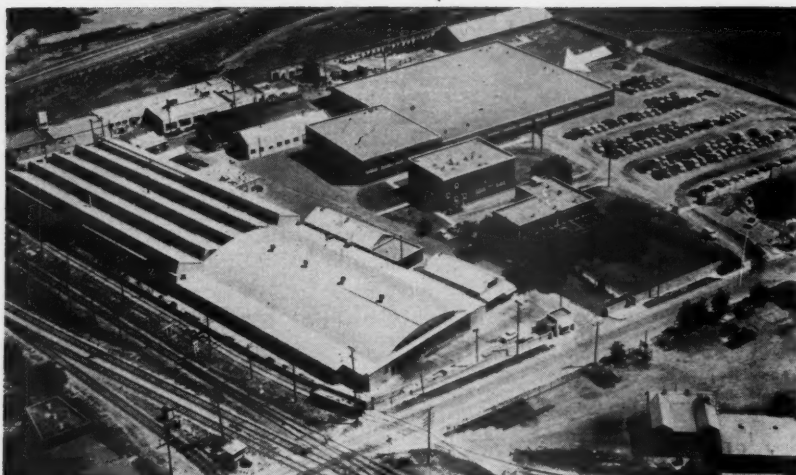
*

U. S. Steel Gets New Warehouse.

U. S. Steel supply division of the United States Steel Corporation has opened a new steel warehouse in the Trinity Industrial District. The warehouse, at 157 Pittsburgh Street, will carry a diversified stock of carbon, alloy and stainless steels.



INVESTMENTS & SECURITIES
DALLAS 1, TEXAS
1031 Fidelity Union Life Bldg.
Phone ST-2634



Guiberson Expands Manufacturing Plants

Plans for the construction of a large new oil field equipment manufacturing plant building has been announced by The Guiberson Corporation's Rubber Plant. The new single story brick building will incorporate many modern facilities and will be completely fire-proofed with the added protection of an automatic sprinkler system throughout the building. Covered shipping dock facilities to accommodate twelve automotive trucks simultaneously will be part of the new building.

Firms Buy Agency. Agricultural and Empire State Insurance Companies have purchased the Texas and Arkansas operations of Gross R. Scruggs & Company, general agents.

Tower Being Remodeled. Oak Cliff's largest office building, the Jefferson Tower, is being completely remodeled. The improvements will include a new lobby and entrance.

in Dallas...

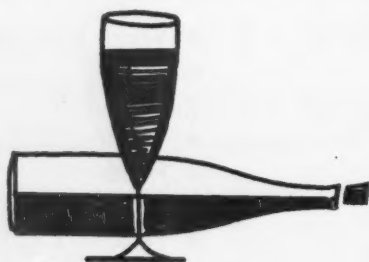
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Christian Brothers, Nuyens and more....



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Dallas, Texas



American Airlines to Construct New Hangar

American Airlines have announced plans to construct a hangar and maintenance facility at Love Field that will cost between \$800,000 and \$1,000,000. The hangar will be located on a 14.7-acre site northeast of the present

terminal and will be surrounded by a 6-acre concrete apron consisting of taxi-ways and an airplane parking area. The floor area of the hangar will be 26,000 square feet, with an additional 14,000 square feet devoted to shop and office space.



Greetings

To all our cherished friends we extend our sincere good wishes for a joyous Christmas ...abounding in the blessings of good health and happiness.

GRAND PRAIRIE STATE BANK

G. H. TURNER, President

MEMBER F.D.I.C.

WE STOCK THE MOST COMPLETE LINE OF WILSON-JONES SALES BINDERS

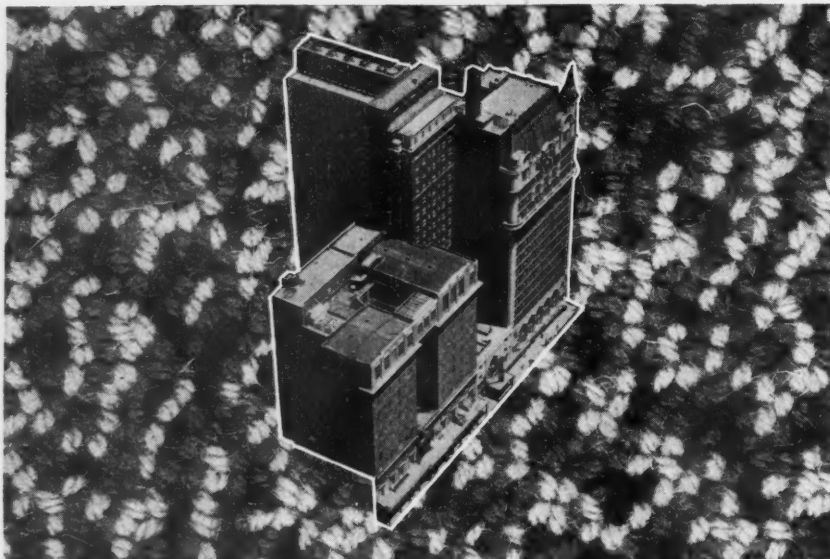
... ring binders, ring books and memo books; stiff and flexible covers; fabric and metal hinged ... for catalogs, price lists and sales or service manuals. In addition we can provide embossing, surface printing, foil stamping, and silk screening on the widest assortment of binding materials and cover boards, to your specifications, in any quantity.

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TRADE WITH TRICE

TRICE CONTRACT Carpet and Furniture, Inc.

141 Glass Street ★ Riverside 6209 ★ Dallas, Texas



Appointed Account Executive

Elwood Lindell, former Houston advertising man, has recently been appointed account executive with the Don L. Baxter advertising agency. With more than fourteen years experience in the agency business, Mr. Lindell has written copy and created advertising plans for numerous consumer and industrial products and services.

★

MRS. NINA ANSLEY has joined the staff of Don L. Baxter, Inc., advertising agency. Mrs. Ansley was formerly assistant advertising manager of Volk Bros. Company.

★

EDWARD PHILIPS has been named general merchandise manager of La Mode. Previously, Mr. Philips was district merchandise manager for the New England Trading Corporation in Boston.

for MOVING HOUSEHOLD GOODS

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Hudson & Hudson

Industrial and Business Properties
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Let our lighting engineers help you with practical suggestions for good lighting. There is no obligation, of course . . and *you* can profit from their experience in this important field. Call RAndolph 9321, Extension 368.

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58 Years

Printing
Lithographing
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Office Supplies

-Since 1898

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PRINTING COMPANY

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1812 NORTH FIELD • DALLAS



Tune Company Locates In Brook Hollow

E. W. Tune Company has moved to a new 7,000 square foot building at 9200 Sovereign Row in the Brook Hollow Industrial District. The plant is equipped with automatic machinery for packaging cellophane wrapped cracker and cookie sandwiches and salted peanuts for the vending machine and regular counter trade.

**A DEAR FRIEND... A WORTHY CUSTOMER...
YOUR ROYAL FAMILY... are all cause celebre for**

DALLAS'
CUISINE
EXTRAORDINAIRE

*Live Lobsters, Clams and Oysters,
freshly flown; Heavy Prime Steaks,
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Ross Ave at Pearl



New Vice President

W. C. (Decker) Jackson, Jr., president of First Southwest Company, has been elected vice president of the Investment Bankers Association of America at the Association's Annual Meeting in Hollywood Beach, Florida. Mr. Jackson is presently vice chairman of the Board of Trustees of the Municipal Advisory Council of Texas. He is also president and director of Jackson & Company, Antelope Oil Corporation and Provident Oil Company.

★

W. T. OVERTON, secretary of the Dallas Downtown Investment Company since 1950, has been elected president of the organization.



JAMES K. WILSON invites you to meet Al. Newman of the Highland Park Village Clothing Department. Al is manager of the department and his experience in the men's clothing field qualifies him to serve you well.

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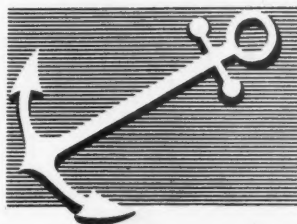
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Eye Physician"

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Dispensing Opticians

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301 Medical Arts Building

Dallas



Padgett Installs Giant Magazine Press

A new high speed multi-page magazine press has recently been installed in the plant of Padgett Printing and Lithographing Company on Hines Boulevard. The machine is approximately 50 feet long, printing up to 64 pages in 5 colors simultaneously, delivering completed books which later are stitched and trimmed on a Sheridan Machine at speeds up to 9,000 per hour. Besides printing magazines the press will also produce catalogs, brochures, price lists, annual reports and the like.

JOSEF KASPER has been appointed project manager for the Northridge Estates development of Tynes and Burch, building and realty organization.

EUGENE L. GREEN, photoengraving consultant for the Wilson Engraving Company, has been named vice president of the firm.

Good



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a part of any pause
...the refreshing part**



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Admitted to Membership

O. J. Finney, assistant secretary for the Southwestern Life Insurance Company, has been admitted to membership in the American Institute of Real Estate Appraisers. With Southwestern Life since 1929, Mr. Finney has been actively engaged as an appraiser and mortgage loan analyst for the company's investment department during the past 10 years.

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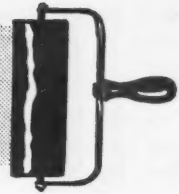
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Mayo Bros. Printers and Lithogs.
1206 S. Ervay, RI-5441

Powell Printing Co.
1608 Wood, RI-9528

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New Sales Firm Established. The James and Cooper Company, manufacturers representatives, have opened an office at 4924 Greenville Avenue. The Company will operate throughout Texas and Oklahoma specializing in general hardware and building specialties.

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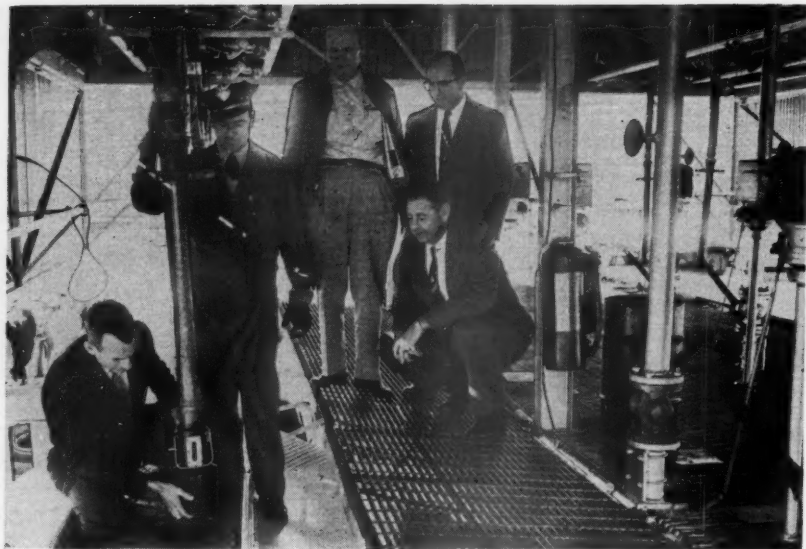


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 For Over a
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Humble Has Billion Gallon Day

The billionth gallon of petroleum products flowed through the Irving Products Terminal recently. Drawing out the billionth gallon is Ray Mirick (with can), plant superintendent; Jessie Booth, driver; Carl Anderton, pipe line; R. V. Rea, division manager; and C. T. Peterson, district manager.

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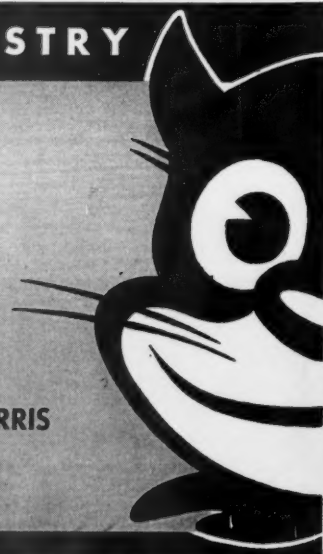
FELIX HARRIS

BEN HARRIS

REX HARRIS

NED HARRIS

BILL CARTER



YOU CAN'T BUILD
A BETTER MOUSE TRAP ...



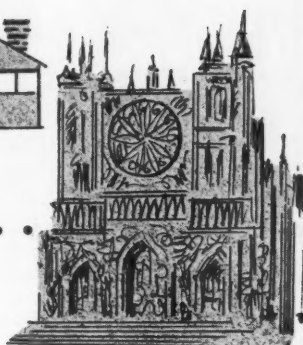
OR A BARBECUE PIT ...



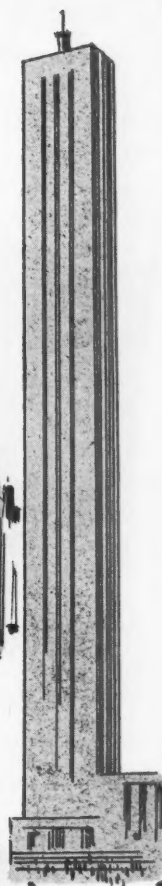
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STERLING B. BOTTOME
Managing Director

St. Petersburg, Florida



Ore Research and Laboratories, Inc., Opens

Ore Research and Laboratories, Inc. has opened its geological and chemical laboratories at 1511 Levee Street. The firm engages in geological exploration and consultation. Its commercial laboratory serves the minerals, metallurgical, ceramics and chemical industries. Melvin Pollard is president of the firm.

Centex Plans Home Addition. Centex Construction Company has announced plans to build a 644-addition at Webb Chapel Road and Valley View Lane. To be called Johnston Park, the addition will be opened soon after January 1.

A'Mell Opens Branch Store. A'Mell Office Supply Company has opened its second store at 1809 Elm Street in the Athletic Building. The new store will feature authorized repair service on fountain pens and pencils.

American Savings Offers You 3% Compounded Semi-Annually



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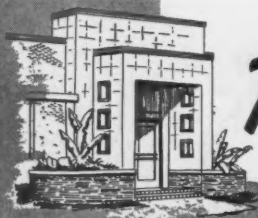


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Elected Vice President

L. A. Bickel has been elected to the post of vice president of the Lone Star Gas Company. Associated with the company since 1925, Mr. Bickel will be in charge of operations in the company's Dallas division of distribution. Mr. Bickel is a member of the American Society of Mechanical Engineers, Texas Society of Professional Engineers, National Society of Professional Engineers, the Engineers Club, and the American Gas Association.

✓ Check these Percentages!

- ✓ 300% Increase in RESERVES over 1954!
- ✓ 104% Increase in INSURANCE IN FORCE over 1954!
- ✓ 90% Increase in PREMIUM INCOME over 1954!
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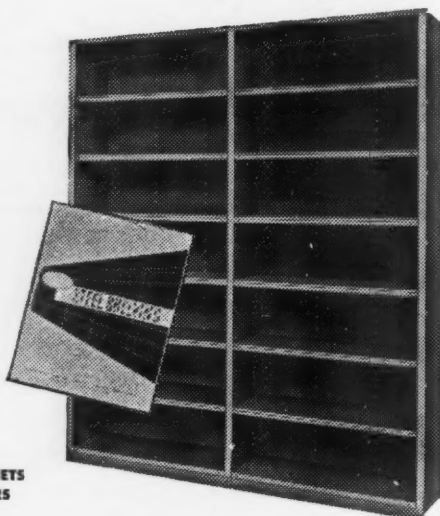
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The Quick
UNISTRUT WAY
and Save

Get space-conserving, time-saving, low cost storage for any type product or material. With Unistrut you build your own racks right on the job—any kind of rack your business requires. No special tools or equipment or skill needed—do the entire job with just a saw and a wrench!



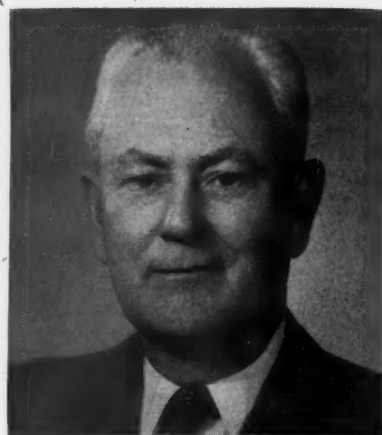
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NO DRILLING, NO WELDING, 100% REUSABLE AND ADJUSTABLE

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3009 Canton Street

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Elected to Bank Board

M. E. Moses, president of the M. E. Moses Company, Inc., has recently been elected to the Board of Directors of the Mercantile National Bank. Mr. Moses opened his first retail variety store in 1924, and has gradually expanded to the present chain of 24 stores.

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Semi-Annually*

3%
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Promoted to Vice President

Mark Shepherd, Jr., has been promoted from assistant vice president to vice president in charge of the Semiconductor Products division at Texas Instruments, Inc. As vice president of the Semiconductor Products division, Mr. Shepherd will continue to be responsible for product development, manufacture, sales, and administration.

Company Buys Building Site. Jiffy Products Company, Inc., located at 8402 Harry Hines, has purchased a 75,000 square foot building site in the new Highland Industrial District.

FOR THE **32ND**
YEAR

We Wish Our Friends
and Customers

Merry
Christmas
AND A PROSPEROUS
New Year

The House of
Mortgage Loan
Service

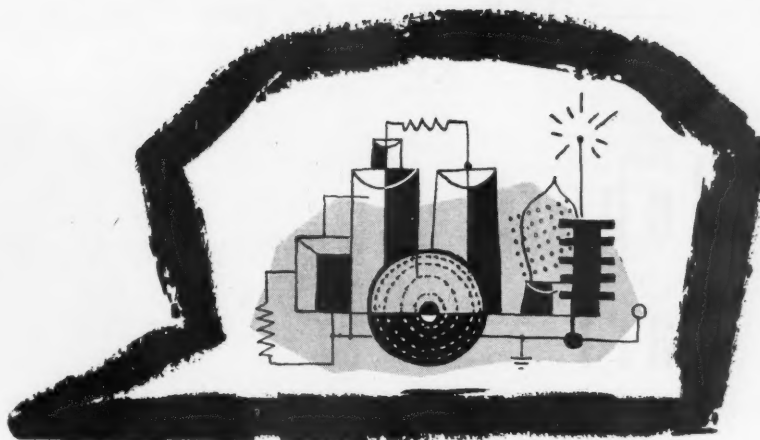
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Approved F.H.A. Mortgagee

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1302 Main Street Phone RI-5551



ELECTRONIC "THINKING CAP" helps SP move freight fast

A fantastic system of radar and electronic "brains" in Southern Pacific's new Englewood Yard at Houston, serving the entire Southwest, will be completed early next year. It already helps classify freight cars five times faster than before!

Weight, speed and rollability of freight cars are automatically noted as they roll down the hump. Giant electric retarders along the track then automatically apply the exact amount of brake pressure to allow each car to roll to any classification track in the yard for gentle coupling and fast makeup into new trains.

This new radar yard is a modern miracle in electronics — the only one of its kind in the Southwest!

Here is but one of the new ways we've found to make SP service the fastest and best anywhere. Pleasant trips for people, or co-ordinated train, truck, and "Piggyback" schedules for freight — we offer complete transportation service.

Southern Pacific

THE WEST'S LARGEST TRANSPORTATION SYSTEM

Young Men Going Places

Robert Carl

by Elery Owens

THIS is a story about Robert Carl, who graduated from writing about young men going places to a "Young Man Going Places" himself.

It was Bob Carl—28-year-old client representative with Witherspoon & Associates, Public Relations Counselors—who originated this series of articles in Dallas Magazine.

In this one, the process is being reversed.

It's one of the basic tenets of the public relations profession that the P-R man remains in the background; the limelight is for the client. This article doesn't violate that, because Bob knows nothing about it. All the background and information were supplied by others.

It wasn't difficult to gather, because after the five years he's been in Dallas, there's no shortage of persons who have been impressed by Bob Carl.

He's a transplanted Missourian; as a matter of fact, shares the same home town as another Missourian who cut something of a figure in recent years, Harry Truman.

Bob came to Dallas straight from the University of Kansas and the William Allen White School of Journalism, where he majored in advertising. Like so many other young men in recent years, his was a case of being lured by the opportunities Dallas provides.

His first job was with the Republic National Bank—as supervisor of advertising in the public relations department. Since then, he has been sales representative with William S. Henson, Inc., account executive with Ayres Compton Associates and, finally, with Witherspoon & Associates.

At the age of 25, Bob Carl was named a vice president of the Henson Company



ROBERT CARL

—and also received one of the Dallas Sales Executive Club's annual Distinguished Salesman Awards.

Talk with others about this tall Missourian, and the most frequently mentioned words are "ability" and "modesty." Apparently Bob Carl has a habit of turning in a bang-up job and then giving a lion's share of the credit to others.

Professionally, Bob has a knack for vivid, easy writing, as readers of Dallas Magazine well know. What might less likely be common knowledge is his artistic bent, one nurtured by two years of study at the Kansas City Art Institute. An analytical turn of mind also helps make for an ideal man in his chosen field—public relations.

Another attribute of Bob's was summed up by a young Dallas insurance company executive. Said Jim Townsend:

"He has a genius for ideas and developing them. He can take one, turn it around and mould it into something very striking."

It's not employers and clients alone who have been the beneficiaries of these qualities. This has been particularly true of the Dallas Jaycees.

Bob has edited the two Jaycee publications, the Pep-O-Gram and Peptomist. He's served as publicity chairman for a

wide range of Jaycee projects in recent years and headed the religious activities committee, which won first-place state and national Jaycee awards in 1954.

As director of public relations and publicity for the United States Junior Chamber of Commerce national convention held in Dallas several years ago, Bob originated and directed the nationwide "Alice from Dallas" campaign-contest that proved so successful.

Bob Carl is also a member of the Dallas Sales Executives Club, the Dallas Advertising League, the University of Kansas Alumni Association and the Y.M.C.A.

He's active in the Highland Park Methodist Church, where he is a member of the Board of Stewards and a Sunday school teacher.

These facts add up to a young man who has made and is making a substantial contribution to his community.

But it would remain for someone else to point this out; quiet, unassuming Bob Carl never would. That is one of the reasons for this article—a case of giving credit where credit is due.

Bob Carl is certainly a *young man going places*. But in the final analysis, he is also the kind of person who is probably more interested in the service he can perform along the way.



Red Cross Campaign Chairman

Dan C. Williams, president of Southland Life Insurance Company, has been named chairman of the 1956 Red Cross Membership and Fund Campaign. The Dallas county chapter, which has a volunteer 60-man board of directors, is located at 2300 McKinney Avenue.

★

W. F. HODGES has been named to head a new division of the Service Printing Company. He will manage the sales of Gestetner equipment.

★

EDRITA ODEN has been named managing director of the Courtyard Theater by the group's five-man board of directors. Mrs. Oden is also supervising the Courtyard Academy classes.

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2, 3, 4 and 5-drawer sizes

★ letter and legal size

★ with and without locks

★ baked enamel finish: green, walnut, mahogany, platinum gray

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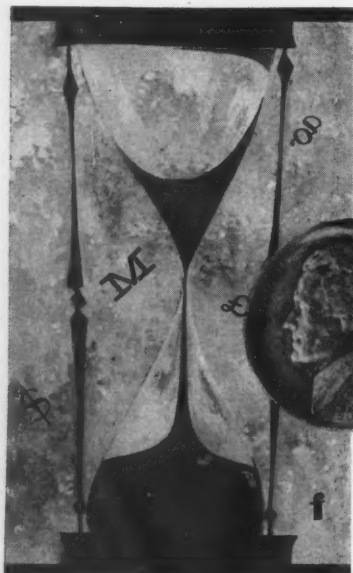


Joins Assurance Group

Melvin G. "Mel" Price has become associated with the Great-West Life Assurance Company, according to Newman E. Long, manager of the North Texas branch. Before entering the life insurance business, Mr. Price was assistant operating manager for a department store. A member of the Dallas Junior Chamber of Commerce board of directors, he was named the Dallas "Jaycee of the Year" this summer. Mr. Price is also a member of the White Rock Citizens Council's executive committee.

*

Firms Buys Perkins Building. The States General Life Insurance Company has purchased the 10-story Perkins Bros. Building at the southwest corner of Jackson and Austin. The first floor of the building, which will be occupied entirely by States General Life, is being remodeled and refinished.



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RUSH



Manufacturers & Wholesales Association Board of Directors

D. O. Tomlin (seated left), new president; Gus K. Weatherred (center), Ex-Officio 1956 Director; and Mark Hannon (seated right), Executive Secretary Manager, discuss the recent election. The new 1956 Board of Directors for the Dallas Manufacturers & Wholesalers Association, Inc., include Randall Davis, H. L. Howard, William H. Philp, E. G. English, Robert M. Olmsted, Richard W. Blair, Jr., J. E. Tisdale, W. C. Harris, W. N. McKinney, Beeman Carrell, Ernest L. Blanchard, Leland S. Dupree, Frank C. Brogan, Vance Foster, Frank C. Heenan, W. G. Medaris, Lawrence B. Jones, and C. A. Tatum.

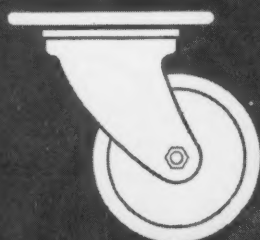


AMONG OTHER THINGS... ol' TEX sez:

We've got a lot of mighty fine office furniture and equipment that would look a darn sight better in your office than it does on our display floor. Come by some day real soon and see — we might have just what you're needin' — or give us a call and we'll send one of the wranglers over to your place.



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DALLAS, TEXAS
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Phone RI-3531



New Home of Mitchell Rubber of Texas

This 3,000-square-foot building on Slocum Street in the Trinity Industrial District is the new home of Mitchell Rubber of Texas, a franchised store of Mitchell Rubber of California. Owned and operated by John J. Schafhausen, the new company offers showroom, office, and warehouse facilities.

New Insurance Agency. John H. Rozelle has established a general insurance agency as the John H. Rozelle Company with offices at 2214 Cedar Springs.

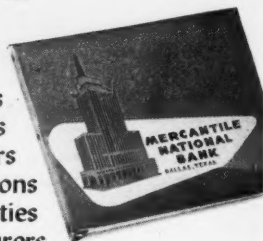
Dress Shop Established. Ches-Lee Dress Shop has opened at 352 Hillside Village. Mrs. Doris S. Chester and Carolyn Leeper are partners in the new shop.

Optical Firm Adds Two Offices. Texas State Optical has opened two new offices in Dallas, making a total of 38 offices in Texas. The new locations are at 7717 Inwood Road and in the Skillern Plaza Shopping Center in Garland.

Cover of the Month

by
American Beauty
manufacturers of

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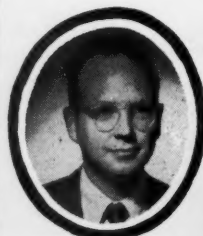
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Chance Vought Calls for Bids On New Speed Wind Tunnel

Chance Vought Aircraft has called for bids on a new \$3,500,000 high speed wind tunnel to expand its aerodynamic testing

The new tunnel, scheduled to be operational in 1958, will make possible testing of models at airspeeds equivalent to 3,800 miles an hour. The high speed tunnel will be used to secure test data on both high speed aircraft and missiles and will be of straight through blow-down design about 265 feet in length.

Bids for the high speed tunnel will be opened in January. Ground breaking is expected to take place a year from now.

THIS MONTH'S COVER

The 4-color photograph on the December cover of DALLAS is a reproduction of the stain glass window over the main altar of St. Matthews Episcopal Cathedral. The 4-color engravings were made by Wilson Engraving Company from the photograph taken by Bill Edwards of Ed Miley Studio.

Two Get GMAC Posts. Herbert Herve, former manager of the San Antonio branch of General Motors Acceptance Corporation, has been named to head the Dallas branch. Also, Deryl Hull, former Dallas manager, has been appointed to head the Southwest region on GMAC.

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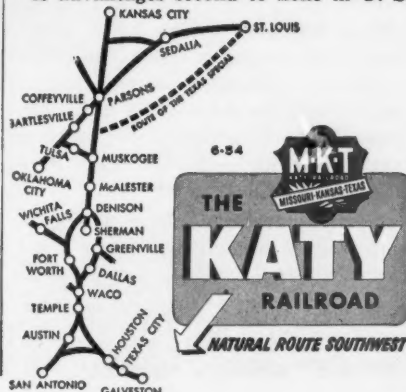
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THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.



Gail Pitts

by Harvey Bogan

YOU enter The Dallas Times Herald Building, take the elevator to the second floor, take several steps right and turn left into the News Room.

On your immediate left you see a sizable sector of the activity-humming room completely set off from the rest by a wooden railing. Inside are nine desks sporting typewriters, occasional pencils, erasers, papers and the usual odds and ends comprising the tools of the newsman's — or woman's — trade.

This is the paper's Women's News Department.

And head of the department is a slip of a girl who has mounted the rungs of the journalistic ladder rapidly after brief spells as airline hostess and secretarial student.

Miss Gail Pitts is a refreshingly vivacious five-foot-four, 114 pound, brown-eyed brunette. In her middle 20's, Gail has managed to cram a considerable amount of professional experience into the record books since graduating from Southern Methodist University with a B. S. in journalism in 1949.

As society editor for the SMU Campus one year and as The Times Herald society correspondent for SMU, Gail had little opportunity to dig into the sort of stories she wanted — "something interesting like crime or politics." That was to come later — but the inoculation wasn't to be permanent.

While hopefully waiting for a newspaper job to turn up in Dallas, Miss Pitts decided on a secretarial course — just in case. It was while she was still taking the course — "I was never cut out to be a secretary anyway," — that the Times Herald called with an offer of a job.

Reporting politics? Crime? City government and management? General assignments?

No, none of these. It was a job — on the society desk.

But it was a return to journalism!



GAIL PITTS

The full-time society desk assignment lasted only for some four months, then Gail's duties were split. Part time she'd do society stories, and the rest was spent city-side.

That meant she had a chance to cover various assignments including interviews with visiting dignitaries, human interest features, hospital items, and police, political and promotional stories.

She must have done a creditable job. For in June, 1951, Gail moved over to the city-side of The Times Herald on a full-time basis.

For the next two years the former society correspondent handled the kind of stories she had always wanted: Democrats versus Republicans, crime and punishment, and the usual variety that makes a cosmopolitan city what it is.

But Times Herald policy-makers were planning a change.

In July, 1953, they merged the paper's Women's Department with the Society Department under the title, Women's News Department.

As the Women's News Editor they chose Gail Pitts.

"I had to sell myself on society news again," Gail smiled wistfully. "I really loved general assignments, but in the two years here (as editor of the Women's News Department) I've come to realize something about women's news.

"They say the city desk is the heart of the newspaper. That may be true, but women's news is its soul."

What about her spare time — any hope of writing the great American novel (an almost uniform hope among the journalistic fraternity)?

"I don't think so," declared Gail. "News is too interesting."

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Junior Chamber Wants T O Y M In Dallas

The Dallas Junior Chamber of Commerce has made a bid for one of the biggest projects in the history of the club by formally requesting that the Ten Outstanding Young Men of the Nation Banquet be held in Dallas in 1957.

This is an annual event sponsored by the U. S. Junior Chamber of Commerce at which time the ten outstanding young men of the nation are recognized for their achievements in business, professions and civic activities.

The executive committee of the United States Junior Chamber of Commerce includes Hugh McKenna, Paul Baldwin, Robert E. Cook, Howard D. Ford, Mike Maloney, Harold J. Salfen, James Cashman, Jr., Victor W. Faust, Wendell Ford, Sumpter Priddy, William B. Wolfe, Charles W. Johnson, Jr., Roland T. Tibbets, John C. Mitchell, Richard G. Matheson, Ross Smyth, Duke A. Garrison, H. LaMar Buckner, and Jose Maria Guerequire, Jr.

Establishes Regional Office Here.
Best Foods, originally of Atlanta, Georgia, has opened a regional office at 701 Bellvue.



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DALLAS

in 1956



President of Journalism Fraternity

Bob Tripp, News Director of radio station WFAA, has been elected president of the Dallas Professional Chapter of Sigma Delta Chi national journalism fraternity. Tripp is a graduate of the University of Iowa and has been a member of the WFAA news staff since 1948. He is also president of the Texas Associated Press Broadcasters.

★

Bank Plans Move. American Bank & Trust Company of Oak Cliff has occupied a new building at Zangs and Twelfth.

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Dallas PIONEERS



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1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf Company
Manufacturers and
Wholesale Distributors

1872 Dallas Transit Company
Street Railway

1874 Bolanz & Bolanz
Real Estate and Insurance

1875 First National Bank in Dallas
Banking

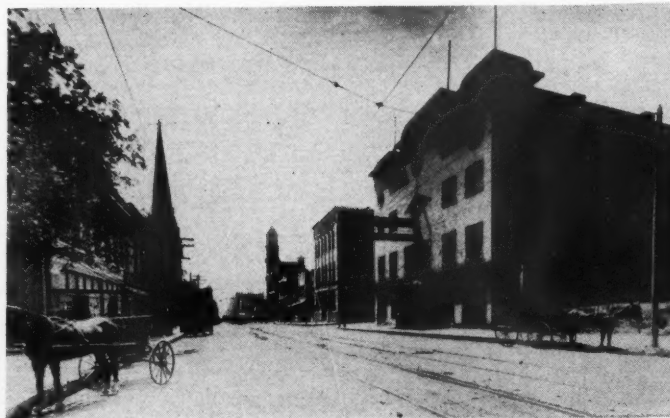
1875 Dallas Transfer & Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant & Cochran
Insurance Managers

1885 Mosher Steel Company
Structural Reinforcing
Steel and Machinery Repairs

1900 William S. Henson, Inc.
Advertising Printing

1903 Oriental Laundry and Cleaners
Finer Laundering, Cleaning,
and Fur Storage



"Big Time Vaudeville" was a major amusement attraction in Dallas in 1910 when the above photograph was made of the first Majestic Theatre on Commerce near St. Paul. Then a part of the old Interstate Amusement Company the Majestic featured seven big acts and two shows daily. Operating at that time also was the old Hippodrome, the Queen and numerous "shooting galleries" showing movies of the period. Interstate had been founded in St. Louis in 1905 by Karl Hoblitzelle and a group of St. Louis business men. It moved to Chicago in 1908 and Dallas became its headquarters in 1915. Twenty-one years before the shooting of the above photograph, the pioneer Dallas real estate firm of J. W. Lindsley & Company was founded in Dallas in 1899. At that time Dallas had a population of less than 45,000. That same year East Dallas was annexed. Through the nineties and past the turn of the century the firm of J. W. Lindsley and Company continued to expand with Dallas. Today—a parking lot occupies the site of the old Majestic and the other landmarks in the picture are long forgotten. The new Statler Hilton Hotel and the Mercantile Bank Building supplant the skyline background of the imposing church spire and old Post Office. Today in its sixty-sixth year J. W. Lindsley & Company maintains one of the largest rental departments in the Southwest as well as a general insurance department along with its general real estate business.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



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Originally, Loudermilk,
Broussard and Miller

1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1900 John Deere Plow Company
Agricultural Implements

1903 Smith's Detective Agency
Burglar Alarm, Fire Alarm
Radio Patrol Service

1903 First Texas Chemical Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1904 T. A. Manning & Sons
Insurance Managers
Fire — Casualty

1906 Hesse Envelope Company
Manufacturers of Envelopes
and File Folders

1911 W. W. Overton & Co.
Food Brokers

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- **\$132.39 OF ASSETS FOR EACH \$100.00 OF LIABILITIES!** (A wide margin of assets over liabilities is an important safety factor and indicates a company's financial soundness. The average for the 20 largest life insurance companies in America by amount of assets is only \$107 of assets for each \$100 of liabilities.)
- **1 OF ONLY 12 TEXAS LIFE INSURANCE COMPANIES WITH A CAPITAL STOCK OF \$1,000,000 OR MORE!** (This is of special significance when one considers that there are over 300 life insurance companies with Home Offices in Texas.)
- **1 OF ONLY 18 TEXAS LIFE INSURANCE COMPANIES RECOMMENDED BY THE ALFRED M. BEST COMPANY!** (The Alfred M. Best Company is America's foremost authority on life insurance company operations. Concerning the Universal Life & Accident Insurance Company, these folks have this to say:

"The affairs of the company are under capable and experienced management. It enjoys a very strong financial position. . . . The results achieved have been favorable.")
- **ESTABLISHED IN 1927!** (The Universal Life and Accident Insurance Company has stood the test of time, having served the insurance public with high distinction for over 28 years.)
- **SOUND ACTUARIAL PRINCIPLES!** (Rates, values and settlement options on the most favorable basis consistent with sound actuarial principles.)

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HARRY BRODNAX, *President*

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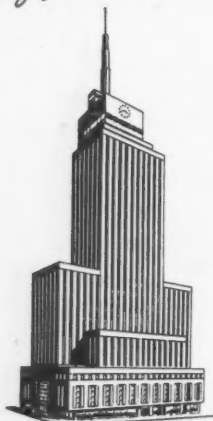
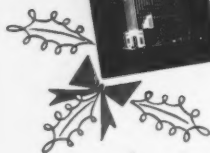
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ries. With Mercantile Deposits-by-Mail you choose your own banking hours, whether you're in Dallas or out of town, have more time for recreation and leisure. A telephone call to Riverside 4181 will bring you complete information together with an initial Mercantile Mail-Deposit envelope. Why don't you give this easy, convenient method of banking a try?

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